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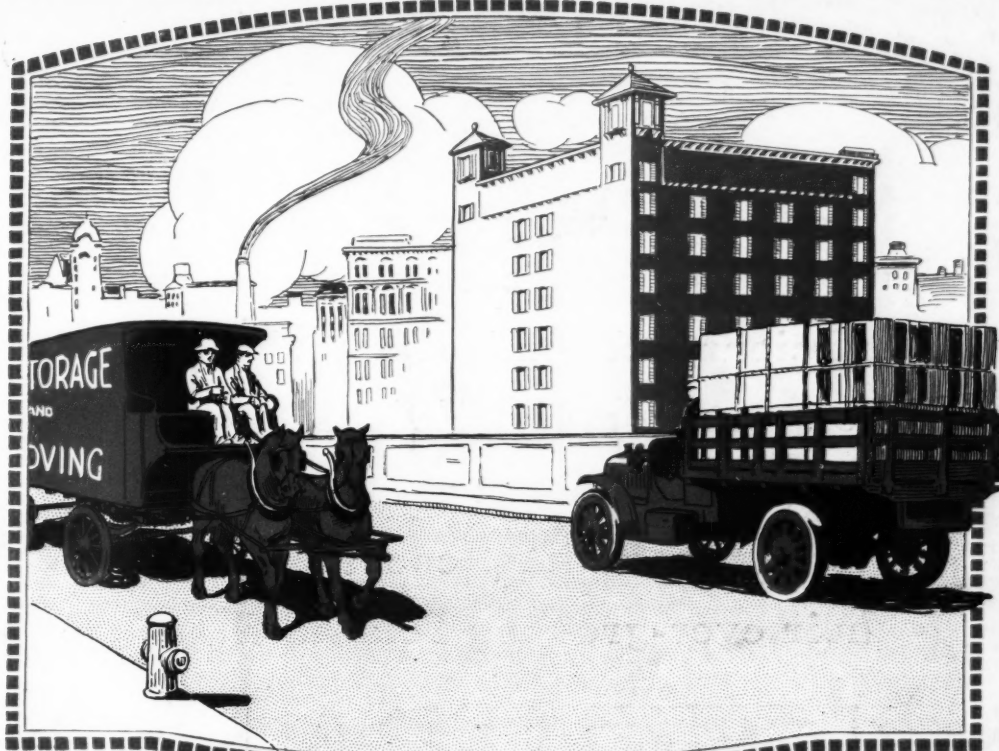
# TRANSFER & STORAGE

TRANSFER AND STORAGE  
OF MERCHANDISE      MERCHANDISE  
DISTRIBUTION      MOVING AND STORAGE OF  
HOUSEHOLD GOODS

Vol. XVI No. 8

New York, N. Y.

August, 1917



## IN THIS ISSUE:

More Efficient Freight Handling

Better Service to Distributors

Important Meeting of N. T. & M. T. O.  
A. in Philadelphia

Charges for Moving Household Goods  
by Martin H. Kennelly

New Proposal Form for Household Goods  
Warehousemen

Indiana Warehousemen as Public Utilities

Uniform Methods  
by William T. Bostwick

Our Relations with Our Customers  
by D. V. Murdoch

Twentieth Annual Outing of the N. Y. F.  
W. A.

Advantages of Co-operative Buying  
By Louis L. Firuski

How War Affected Canadian Business  
By J. B. Baillargeon

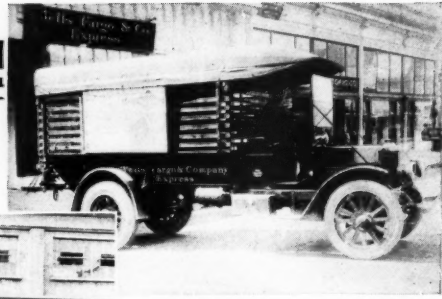
British Horse Rationing Order



*Southern Express Co.*



*American  
Express Co.*



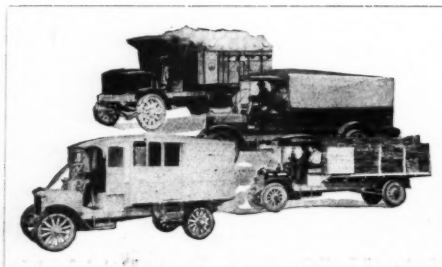
*Wells-Fargo Express Co.*



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whose very success depends on  
efficient, economical transporta-  
tion methods, give Federal Motor  
Trucks the strongest of all endorse-  
ments by adding constantly to  
their ever-growing Federal fleets.

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One to Five Ton Capacities









## The Warehouse Section

---

In this section, shippers and warehousemen will find transfer and storage companies of the progressive type who are not only ready and willing but anxious to render that modern and complete service that 20th century business men demand.

The companies advertised in this section have the equipment and facilities to handle your shipments in a way that will not only satisfy yourself but will please the ultimate recipient of the goods. These firms have the experience back of them that furnishes the most effectual guarantee of the service you would like. They represent the modern progressive spirit of the transfer and storage industry.

Some of them specialize in the receiving and handling of household goods—others in the warehousing and distribution of merchandise. Study these pages before making your shipments.

---

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and Transfer Co.***

Established 1890

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J. R. DRIVER, President  
D. L. DRIVER, Secretary  
M. B. DRIVER, Manager

Transfer; Motor Service;  
Storage of Household  
Goods, Merchandise, Iron

Four Warehouses  
45,000 Square Feet

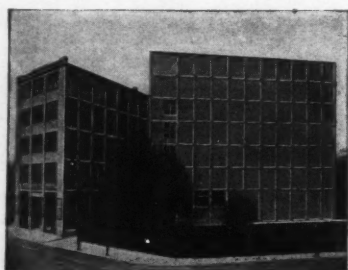
Members Illinois Furniture Warehousemen's Association  
Pacific Coast Furniture Warehousemen's Association

**BOSTON, MASS.*****The Suffolk Storage  
Warehouse Company*****98-100 Northampton Street****L. G. Myers, Manager**

Assures fellow warehousemen the best  
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for storage or delivery to house or apart-  
ment, unpacking and setting up. Only  
men with long experience are employed.

**4 Buildings with 1000 Rooms**  
**Low Insurance Rates**  
**Convenient to All Freight Terminals**

Members of  
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Illinois Warehousemen's Association  
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Established 1880

Office and Warehouse:

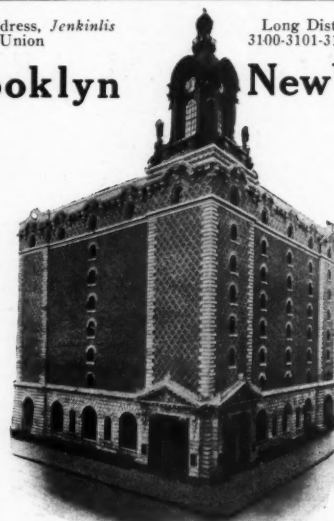
**690-692 DUDLEY STREET, BOSTON, MASS.****MOTOR TRUCK SERVICE**

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Consignments will receive our prompt and painstaking attention. Consign L. C. L. to Boston, Mass.; C. L. to Massachusetts Ave. Yards N. Y., N. H. & H. R. R., Boston, Mass.  
Because we are the only concern in Boston operating both a strictly fireproof Warehouse and a Transfer business, we are in a position to give your customers the most efficient service.

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ABSOLUTELY FIREPROOF

**Long Island Storage Warehouses**  
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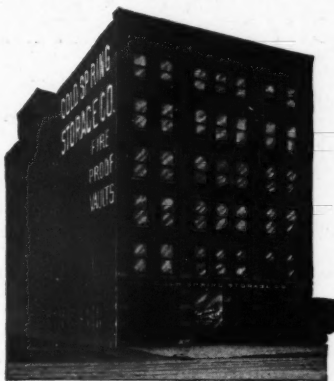
To save delay in consignments for delivery to any part of New York City or Brooklyn, mark goods in our care to "Eastern District Terminal, Brooklyn." This is the center of Greater New York—no delay due to congestion.

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**WE WILL**

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*Furniture Stored, Packed or Shipped to Any Part of the World*

Convenient to the railroad switches Low Insurance Rates  
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PACKING AND SHIPPING HOUSEHOLD GOODS  
OUR SPECIALTY

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SEND US YOUR CHICAGO BUSINESS  
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**Pacific Cartage Co.**

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C. M. STAINES, Manager

Agents for Canadian Pacific Railway  
Cartage and distributing of carloads  
a specialty. General merchandise and  
furniture stored at reasonable prices.

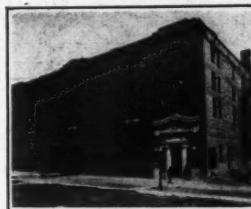
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Fireproof  
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Motor-  
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The only warehouse located on the Great  
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Consignments from all railroads bill to Wilson  
Ave. Switch C. M. & St. P. Ry.

**SERVICE IS THE THING**

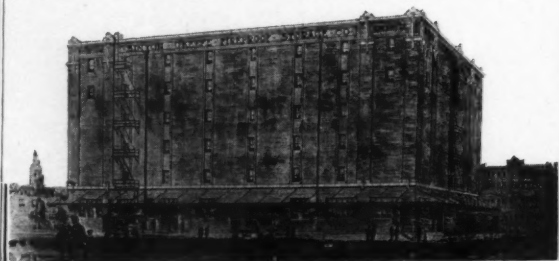
For You and Your CLEVELAND Customers

LET US SERVE THEM AS  
THEY SHOULD BE SERVED*Our Equipment*—Fireproof and  
Non-Fireproof Storage. Motors  
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is more than ample for the largest  
and most difficult proposition.*We Conserve Your Interests***THE CENTRAL STORAGE  
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CLEVELAND, OHIO  
SIXTH CITY**NEW YORK CITY****MERCHANDISE SHIPMENTS**for upper east side promptly  
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our special facilities.Large merchandise warehouse,  
31,500 square feet for storage of  
shipments in car load lots. We  
act as distributing agents.

Transfer and trucking service.

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Lehigh Valley; New York Cen-  
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Central R. R. of New Jersey.**H. D. BAHR TRUCKING CO.**

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**FORT WORTH, TEXAS****Binyon-O'Keefe  
Fireproof Storage Company**

Est. 1875

Your consignments to Fort Worth will  
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siding on the Rock Island Railroad  
with free switching from all lines.  
Fireproof warehouse, 40,000 sq. ft.,  
yard storage, factory distributors.*Members of*Illinois Furniture Warehousemen's Association  
Southern Furniture Warehousemen's Association  
Central Warehousemen's Association**NEW YORK CITY**We Bid for Your Business on a Basis of  
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Fireproof Storage Warehouse Co.

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Near Central Park

CHARLES S. MORRIS, Pres. and Treas.  
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MOTOR OR HORSE-DRAWN VANS  
AN EFFICIENT PACKING FORCE**

Adjacent to all Freight Terminals

ESTABLISHED 1875  
"That means something"*Members of* New York Furniture Warehousemen's Ass'n.  
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Southern Furniture Warehousemen's Ass'n.  
Van Owners' Ass'n. of Greater N. Y.  
New Jersey Warehouse & Van Owners' Ass'n.



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Storage Warehouses  
and Motor Vans

Moving Storage Packing

Our reputation in handling collections on consignments is your guarantee in selecting us as your correspondent in New York City

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"EXPERT SERVICE PAYS"

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VAULTS for STORING PACKAGES  
of SILVER PLATE and VALUABLES

Our central location and modern equipment enable us to offer you an unusually efficient service for your New York consignments.

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Specialists in  
HANDLING HOUSE-  
HOLD GOODS

Five Warehouses

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AND  
JERSEY CITYThe Thomas J.  
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WAREHOUSES

STORAGE WAREHOUSE  
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FIREPROOF STORAGE WAREHOUSE  
504 West 126th Street, New York

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Erie and Fifth Streets, Jersey City, N. J.

"Quality Service since 1870"

## PHILADELPHIA, PA.



Our large fleet of motor trucks enables us to render quick and efficient service to your patrons.

We are accessible to all depots and suburbs of our city. Our warehouses are within two blocks of North Philadelphia Station of the Pennsylvania Railroad and the 12th and York Streets Station of the Philadelphia & Reading or the Baltimore & Ohio.

Collections through our office will assure prompt returns.

Fireproof and Non-Fireproof Warehouses

## Miller North Broad Storage Co.

2709-2721 North Broad Street

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**W**HO looks after YOUR interests, also those of your CUSTOMER in PHILADELPHIA?

Damage is frequently done in unpacking, by careless, incompetent workmen, and the Shipper is blamed.

Good packing needs careful unpacking to insure a Satisfactory Removal.

**"LET WIGHTMAN DO IT"**

He's been doing it for over twenty-five years.

SHIP IN OUR CARE AS FOLLOWS:

*30th and Market St. Sta., Penna. R. R. Co.*

*23d and Arch St. Sta., Phila. & Reading Ry.*

*24th and Race St. Sta., Balt. & Ohio R. R.*

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## JOSEPH A. SCHANTZ COMPANY

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We have every facility for handling your Rochester shipments.

**Two Fireproof Warehouses  
Two Non-fireproof Warehouses  
Large Fleet of Modern Motor Vans**

By mailing your Rochester bills of lading to us you are guaranteeing the most prompt and courteous service to your patrons. You are also protecting your own interests, because we will return all collections promptly and watch the details carefully.

*Member of New York Furniture Warehousemen's Association*

## PITTSBURGH, PA.



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**Our Reliability** is unquestionable. We safeguard your interests as carefully as our own.



Fireproof

### Our Facilities

for handling household goods are complete; having trackage on P. R. R. (East Liberty Station) direct to warehouse; padded vans, both horse and motor drawn; thoroughly experienced workmen; three large warehouses, two of them fireproof with 2,000,000 cubic feet of storage space. (We are distributors in Pittsburgh of combination cars.)

ESTABLISHED 1889

INCORPORATED 1898

CABLE ADDRESS: DONTFORGETTOGETTHEMONEY

**HAUGH & KEENAN  
STORAGE & TRANSFER COMPANY**  
Centre and Euclid Aves. Pittsburgh, Pa.



Non-Fireproof

### Advantageous Co-operation

with warehousemen is the secret of our large and successful inter-city business.

### Our Courtesy

to your Pittsburgh customers will reflect an added confidence in you.

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425-439 East Phelps Avenue

"Fireproof, reinforced concrete warehouse equipped with all modern appliances. Transfer equipment for handling merchandise of every description. Special attention given to carload and local freight consignments."

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PRIVATE SWITCH—ALL RAILROADS

Low Insurance Rates

**"WE WANT YOUR SPRINGFIELD SHIPMENTS"**

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Main Office and Warehouse

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Established 1890

**Moving Vans & General Storage;  
Storage of Merchandise and New  
Autos; Factory Distributors**

Siding on Northern Pacific R. R.  
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## Members:

American Warehousemen's Association  
New York Furniture Warehousemen's Association  
The Illinois Furniture Warehousemen's Association  
American Transferrmen's Association

**HOUSEHOLD GOODS PACKING  
SPECIFICATIONS**

is a book giving directions for estimating on the cost of packing household goods for shipment, published by the Illinois Furniture Warehousemen's Association after careful investigation and study. Every Warehouseman who handles household goods should have a copy for each of his estimators, besides a copy for the office.

*The supply of this book is limited. A copy will be sent to any address on receipt of \$1.00. Extra copies at \$1.00 per copy. To get your copies you must order promptly.*

**TRANSFER and STORAGE**

110 West 40th Street  
New York, N. Y.

**INDEX TO  
ADVERTISERS**

Associations for which TRANSFER AND STORAGE is Official Publication .....	39
Autocar Co. ....	8
Capewell Horse Nail Co. ....	50
Chicago Pneumatic Tool Co. ....	Inside Back Cover
Ebert, Meseroll & Co. ....	46
Edison Storage Battery Co. ....	51
Excel Mfg. Co. ....	46
The Exchange .....	43
Federal Motor Truck Co. ....	Inside Front Cover
General Vehicle Co. ....	53
Goodrich Rubber Co., B. F. ....	45
Household Goods Packing Specifications.....	7
Iden Co., Wm. A. ....	50
International Motor Co. ....	50
Kissell Motor Car Co. ....	46
Louisville Bedding Co. ....	10
Martin Rocking Fifth Wheel Co. ...	Outside Back Cover
C. H. Moores, S. H. Dunford.....	55
Packard Motor Car Co. ....	56
Pierce Governor Co. ....	50
Rogers Bros. Co. ....	44
Sleight Mfg. Co., W. T. ....	50
Service Motor Truck Co. ....	49
THE TRANSFER AND STORAGE DIRECTORY.....	54
The Warehouse Section.....	1-7
H. D. Bahr Trucking Co. ....	Miller No. Broad Stge. Co.
Binyon-O-Keefe Fpfe. Stge. Co. ....	Morgan & Bro.
T. G. Buckley Co. ....	Pacific Cartage Co.
The Central Co. ....	Pacific Transfer Co.
Central Storage Whse. Co. ....	Penn Storage & Van Co.
Cold Spring Stge. Co. ....	Jos. A. Schantz Co.
Fort Dearborn Fpfe. Stge. Co. ....	Thos. J. Stewart Co.
Haugh & Keenan S. & T. Co. ....	Students Exp. & T. Co.
Long Island Storage Warehouses. ....	Springfield Whse. & T. Co.
Metropol'n Fpfe. Stge. Whse. Co. ....	Suffolk Storage Whse. Co.
West End Storage Whse. ....	
Trans-Continental Freight Co. ....	9
U. S. Motor Truck Co. ....	47
White Tar Co. ....	44
J. C. Wilson Co. ....	52



## *Endorse Autocar After Six Years' Use*



**O**LDS & WHIPPLE of 164 State Street, Hartford, Conn., say: "We have been using Autocars for the last six years and are well satisfied with results, as we are getting good mileage on tires, also gasoline consumption, and can recommend same as having plenty of power and speed for a truck."

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ARDMORE, PA.

Established 1897

MOTOR DELIVERY CAR SPECIALISTS

# TRANSFER and STORAGE

PUBLISHED MONTHLY AT  
110 WEST 40th STREET  
NEW YORK, N. Y.

Established in 1902 as The Team Owners' Review

## CONTENTS OF THIS ISSUE

Editorial .....	11
More Efficient Freight Handling.....	12
Discuss Store Door Delivery.....	14
Better Service to Distributors.....	15
Team Owners Raise Prices.....	16
Important Meeting of N. T. & M. T. O. A.....	17
Charges for Moving Household Goods.....	19
New Proposal Form for Household Goods Ware- housemen .....	20
Indiana Warehousemen as Public Utilities.....	22
Uniform Methods .....	23
Our Relations With Our Customers.....	25
Twentieth Annual Outing of the N. Y. F. W. A..	27
The Advantages of Co-operative Buying.....	31
The Horse to His Driver in Summer.....	32
How War Affected Canadian Business.....	33
Toronto Has Open Air Horse Parade.....	34
Letters From Readers.....	35
British Horse Rationing Order.....	37
News From Everywhere.....	40
The Exchange .....	43
Advertisers Index .....	7

## The TRANSFER and STORAGE Publishing Corporation

110 West 40th Street  
New York City

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## Intensive Loading of Cars Means Increased Transportation Efficiency

Intensive loading of cars, so as to secure their most effective utilization, is a big factor in our duty of making the arteries of our nation's life more effective.

The intensive loading of cars, the saving of time, space, labor and freight charges, such is the problem to the successful solution of which we have devoted seventeen years of intensive effort covering a most extensive service to manufacturers, shippers and exporters.

Consolidated Car Service from Chicago to China, Japan and Philippines. Consolidated Machinery Car Service from Chicago and Philadelphia to California, Oregon and Washington, and at Chicago and Cincinnati to New York and New England points.



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### Greatly Reduced Shipping Rates

Don't Waste Time and Money Needlessly on your freight and shipping. Write and ask for Booklet on Shipping Methods for Household Goods, Machinery or Automobiles, methods which are daily saving money for others and which will do the same for you. Get the facts concerning this Rational Service of International Scope.

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Write Our Nearest Office





## Slip on-Stay on-Can't Slip off

**R**IGHT there is one big difference between Loupilco Furniture Covers you ought to use, and the old comforts, sacking and what not you are using. You put a handsome bed in your wagon, throw over comfort, and go to get another piece. The team starts, the bed slips, there's a big scratch, a repair bill or big allowance, to say nothing of a disappointed, disgruntled customer. These things simply can't happen with Loupilco Furniture Covers. They slip over the head board and foot board, and they cannot slip off. They insure safe delivery even with average workmen. Give you a reputation for up-to-date methods, and are real business builders. One size to fit standard 4 ft. 6 in. beds, wood or metal.

**Look over these PRICES**  
**For Head Boards \$3.25    For Foot Boards \$2.00**  
**Per Set \$5.25**

**Loupilco Music Cabinet Covers**  
 Made in one size only. Fits the largest size. Not too large for small sizes. Covered with heavy drill, cotton batting filled, straight stitched. **Price each \$4.00.**

**Loupilco Furniture Pads**  
 Size 68 x 80 . . . **\$22.00 per dozen**  
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*Terms, 2% ten days, net 30 days f. o. b. Louisville  
 Name printed on free on lots of 12 or more if requested.*

**Louisville Bedding Co.**  
 (INCORPORATED)

**Owners: Louisville Pillow Co.**

**Louisville, Ky.**





# TRANSFER and STORAGE



PUBLISHED MONTHLY

Entered as Second Class Matter, at the Post Office at New York, N. Y.

Volume XVI

NEW YORK, N. Y., AUGUST, 1917

No. 8

## The Great Opportunity for Merchandise Warehousemen

In these days of keen competition among the manufacturers, every effort is being made by them to secure more economical channels of distribution for their products, because profits are to a great extent dependent upon the cost of distribution. And now when war has brought extraordinary demands upon every industry, the search for short line channels that will carry manufactured articles to the consumer is becoming more intense. The older method of reaching the ultimate user oft-times involved the commission merchant or broker, the jobber or the wholesaler in order to reach the retailer.

Today retailers in our larger cities are able to purchase direct from the manufacturer, in many cases in greater quantity than the jobber himself. Even in the smaller towns, the retailers have grown stronger financially and prefer in most cases to deal direct with the manufacturer. In turn, the manufacturer who deals direct with the retailer or consumer finds it easier to keep an accurate check on his advertising and can trace the results of his sales efforts more carefully. Through the power of national advertising, the manufacturer and retailer have been brought closer together and all this tends to make less important the jobber or middle man. Of course, the jobber has a definite place in our economic system and will remain for many years to come, but the need of the jobber in our system of national distribution will become less apparent as the service of the modern warehouseman improves.

This development in the evolution of our industrial relations places the warehouse industry as one of the most important in the country. The progressive warehouseman who is equipped and willing to handle the distribution of manufactured articles promptly and efficiently has a bright future ahead. This service, however, must be much more complete than the majority of warehouses are rendering today in order to satisfy the 20th century manufacturer. The warehouseman must bear in mind at all times that his service as distributor is almost as

important to the future business of the manufacturer as the original effort of the sales force.

The time has come for the warehousemen of the country to consider this question of factory distribution most seriously. It is not enough that a few individuals here and there have built up big paying businesses by convincing some of those who have goods to be distributed that the shortest and most economical route to the retailer is through the warehouseman. Not only must concerted effort be made to secure this business but methods of doing the work must be standardized. Uniform systems of accounting must be adopted and uniform prices for services must be agreed upon so far as is possible. In this work TRANSFER AND STORAGE can be of great help to the industry by investigating systems and prices in every section of the country and helping to work out from this information systems and rates that will result in the much needed standardization. In each succeeding issue will be found articles having to do with this most important phase of the industry.

That the ultimate method of distribution of all merchandise and manufactured articles will be on a basis of cost for service rather than on a percentage of the value of the goods is inevitable. It is the working out of a 20th century principle of doing business. Whether these goods will be distributed through the warehouse industry as it is organized today or whether it will be necessary to organize new distributing companies to handle this work is more or less dependent upon the service that the warehousemen who are already in the field are willing to give. TRANSFER AND STORAGE believes that sufficient uniformity of service can be attained in the warehouse industry and has adopted an editorial policy that will tend to bring the transfer and storage men of the country into closer relations with the manufacturers and merchants who can use their services, to the end that the individuals and firms who are served by this paper may reap the profits of a bigger and better business.

\* \* \* \*

Some time ago we published a letter which President Wilson wrote to Edward N. Hurley, at that time chairman of the Federal Trade Commission, in which he endorses trade associations and makes wise suggestions regarding the results that such organizations should seek to accomplish. At this time, when greater demands are being made on every industry than ever before, we wish to call attention again to some of the ideas expressed in this letter in these few paragraphs.

"These associations, when organized for the purpose of improving conditions in their particular industry, such as unifying cost accounting and bookkeeping methods, standardizing products and processes of manufacture, should meet with the approval of every man interested in the business progress of the country.

"Judicious standardization also means a greater return on a given investment.

"Capital now tied up because of inefficient methods will be released and can be used effectively elsewhere.

"If we are to be an important factor in the world's markets we must be more thorough and efficient in production. The encouragement of trade associations and standardization and the installing of better cost accounting methods in our business concerns will go a long way toward accomplishing this end.

These words of wisdom should have particular significance to the members and prospective members of the National Team & Motor Truck Owners' Association because a vigorous and constructive campaign has been mapped out for them by their officers and directors that will demand the heartiest kind of co-operation from every individual engaged in teaming and trucking. It is only by harmonious teamwork that the right progress and reforms can be brought about. A sacrifice of time and money will also be necessary but the sacrifice will be temporary only because the results to be obtained will more than compensate for the effort expended.

One of the first aims of the new president of the N. T. & M. T. O. A. will be a larger membership. Every city and town in this big country should have its own local association of the cartage interests of that section to promote efficiency and progress locally. Then each local organization should affiliate with the national body in order to add strength and to take part in the work that affects the whole country. The result would be a powerful organization whose influence would be felt in the affairs of the nation. With such a body of men progress would follow rapidly. The N. T. & M. T. O. A. already has the groundwork for such an organization. Growth and activity are all that is needed now for the development that will gain the ideals of the men who are back of this association. Do your part by organizing the cartage interests of your city and then get in touch with the National. If you are already organized and affiliated with the National, help to organize in some community near you. As President Wilson says, this is a

work that "should meet with the approval of every man interested in the business progress of the country."

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In an article on "Uniform Methods" by William T. Bostwick, published in this issue, he brings up the subject of the trailer and says, "We (the members of the N. Y. F. W. A.) ought to be able to discuss the subject of the trailer sanely and from the light of experience and reach some uniform decision as to whether we will or will not adopt this latest idea." TRANSFER AND STORAGE believes that the trailer will be generally adopted because it is being demonstrated daily in many lines of work that more goods can be hauled for less money by hooking a trailer to a motor truck. Of course, it is the "more goods for less money" idea that prompts Mr. Bostwick to bring up this subject of the trailer, fearing that the concerns in this business will be called upon to haul two loads at the former single load price. He admits the economy of this method of hauling and predicts that "some of us will adopt it, whatever may be the general opinion." Would it not be wiser, then, to reach the uniform decision on a basis of price for the extra load, rather than make any attempt to resist the adoption of the trailer in this industry, which is coming just as sure as woman suffrage and prohibition?

It is interesting in this connection to note the trend among the manufacturers of motor trucks. Last year only forty-two per cent of the truck makers approved the use of the trailer—this year nearly sixty-five per cent have signified their approval. Last year only eighteen per cent made provision for the attachment of a trailer—this year more than twice as many provide attachments. Further analysis shows that not one of the leading manufacturers of trucks having a capacity of one and one-half tons and up comes under the "not approved" classification in respect to trailers. When we stop to consider that the manufacturers are making what the users demand, we may be pretty sure that the trailer is coming. Why not adopt a price for the trailer load that will produce a fair profit for the mover of household goods? This would bring about the desired uniformity and would show to the public a spirit of progress, too, that would be greatly to the credit of the industry.

### More Efficient Freight Handling

A revolution is impending in the methods of handling freight traffic on the railroads of this country. These things have been done already:

1. Inauguration of a plan by the Pennsylvania Railroad to effect a complete change in the methods of receiving and forwarding less than carload freight, designating shipping days or "sailing dates" on which cars will depart from various points to specified designations.



2. Reduction of about 1,200 major classifications of coal, as specified to dealers, to something like a dozen classifications, thereby saving approximately 600,000 cars a year for freight purposes.

3. Increased facilities for prompt shipment of lumber to army cantonment sites and shipbuilding yards by adoption of a policy new to American railroad usage of ordering empty freight cars to be promptly moved from one railroad to another regardless of ownership.

These things have been suggested:

First—Abolishing old type of box-car with two doors, and substituting for it a four-door car for speedier loading and unloading.

Second—Installation of carrier, or moving platform, freight systems at points of loading and unloading for more expeditious and labor-saving handling of merchandise.

Third—Building of storage warehouses at terminal and local points for temporary storing of freights, storage charges taking the place of demurrage at less cost to the shipper.

#### MADE NECESSARY BY WAR CONDITIONS

War conditions and the pressing necessities imposed by those conditions on the railroads of this country have fostered this impending revolution in the methods of handling freight, according to leading shippers and traffic experts.

The war, they declare, will bring about what thirty years of the shipping of freight has not brought about—a drastic change in the manner of loading and unloading cars. And this change, it is asserted, may mean the eventual disappearance of the old type of box-car, with its two doors in the middle. To replace it, according to suggestions made to-day, there may appear an entirely new type of freight car with four doors instead of two.

A second drastic change which, it is declared, would play a prominent part in such a revolution of freight handling as is predicted is the possible adoption of freight carrier systems for loading and unloading points, these systems to handle expeditiously every form of freight from package stuff to tonnage.

Already plans which may be the forerunner of a great freight traffic revolution have been or are being put into operation by some of the big railroads, and shippers who have noted the handling of merchandise by rail for a generation are following the developments with the keenest interest.

Congestion of freight cars that has resulted in the accumulation in some instances of thousands of cars in limited areas, the piling up of freight in great quantities and the consequent piling up of demurrage charges against the shipper, and finally the demand of railroads for higher rates in certain zones, all have had their influence in focusing the eyes and minds of the mercantile world on some project for a new era in shipping

goods by rail. The government's war needs and embargoes have now caused the clock of traffic to strike what the shipping public regards as the hour.

#### H. T. Lay Enlists

The young men of the country are answering the call to arms these days and the effects are already being felt in every business organization, but when some-

one in a company leaves whose work has contributed largely to the development of that business, this absence is the more keenly felt. From the office of TRANSFER AND STORAGE H. T. Lay, who has been managing editor for the past three and one-half years, has gone into the service. Mr. Lay enlisted with the Fourteenth



H. T. Lay

Regiment of the New York National Guard on June 1st and was called out when the guard was mobilized for Federal service on July 15th. When Mr. Lay left the office he said that before his return he hoped to be able from personal investigation to prepare an article on the methods and conditions of the transfer and storage industry in Berlin. Our readers will all wish him success in realizing his aim.

#### Merchandise Warehousemen Want New Tariff

The merchandise warehousemen in Chicago and other Illinois cities will try to secure from the Illinois Public Utilities Commission this fall a new schedule of rates for storage and labor charges. The labor rates which they filed with the commission several years ago are about half the present-day wages, and it is in this feature of the tariff that the greatest increase will be requested. Storage rates for many commodities will remain the same, although it will likely be found necessary to increase charges on some of the more bulky articles, such



as automobiles, pianos, etc. In the existing tariff the charges for labor are made on a per package basis, but the new schedule requested will quote labor rates on a per ton basis, ranging from forty cents to \$1.50 per ton, averaging about sixty cents. The Chicago warehousemen say that they are getting all the business they can handle, but are not showing profits commensurate with this volume of business. They also complain of the requirements regarding the number of stairways, fire-escapes and other safety devices that the department of buildings is trying to impose upon them, claiming that the same requirements that obtain for industrial or factory buildings should not be forced upon them. The warehousemen are opposing this on the ground that they have so few employees on the upper floors of their warehouses this extra protection is unnecessary.

### Discuss Store Door Delivery

An open meeting for the public discussion of the problem of drayage and terminal congestion was held at the Waldorf-Astoria Hotel, New York City, August 7th, by a special committee of the Traffic Club of New York. The meeting was well attended by representatives of the shippers, railroads, steamships and truckmen, and several suggestions were made, looking toward the improvement of conditions existing on New York's piers and terminals.

William J. Banham, traffic manager of the Otis Elevator Company, urged the committee to suggest to the railroads and steamship lines that they appoint some reputable trucking company to deliver all goods to the consignee's door. He said: "I think we should outline a program and see if the different piers could not go through with it. I believe that one company should be placed in charge of loading and delivering all the goods and thus get the shipments away promptly.

"Under the present arrangement if John Jones sends his truck down to a pier to get 100 pounds of freight and John Smith sends his truck down to get 1,200 pounds, the truckman who will deliver the heavier load will have no difficulty in finding his freight, but the other truckman will have to hunt all over and go from clerk to clerk and back to the agent before he can get his goods. Therefore, why shouldn't the railroads and steamship lines appoint some reputable trucking company to deliver all the goods to the door of the consignee for a nominal sum, such as five cents per hundred pounds.

"This may be a revolutionary idea in the United States, but it has been done in Canada and other countries. Why, in Hamilton, Canada, all our goods are shipped to our Canadian branch by eleven o'clock in the morning, whereas in New York City it takes about three days before we receive it."

Nat. Duke, assistant traffic manager of the Lackawanna Railroad, who followed Mr. Banham, declared that the "store door delivery" idea had been tried out

in Baltimore and Washington in 1881 and was in operation until 1913, when it was dropped because of its impracticability. He then gave eight reasons why he thought it would not be a good plan to adopt this idea in New York City, as follows:

"(1) If a store door delivery were established in New York it would have to cover all shippers and receivers in certain zones.

"(2) To be successful the carriers would have to publish rates, under Interstate Commerce Commission authority, sufficiently low to practically freeze out all the small carting and trucking companies.

"(3) It would be only a question of time before there would be a demand for the extension of the zone limits.

"(4) If it were established in New York, there would soon be a demand for its application to all Greater New York.

"(5) Because many concerns located in lofts and on isolated streets would not be ready to receive or deliver their goods in the morning.

"(6) Because the collection of charges without credit agreements would cause too much loss of time.

"(7) Because of the financial loss which would fall upon the carrier by reason of their securing signatures for receiving the goods delivered from irresponsible parties that they subsequently could not prove were representatives of receivers.

"(8) Because of the liability of carriers for the acts of more or less irresponsible drivers and helpers until the goods were received by the owners."

R. H. Stubbs, traffic manager of the American Sugar Refining Company, suggested that the railroads and steamships establish a priority board which would regulate the time for shipping goods. He said that in this way the truckman could come down to the pier and deliver his goods within a certain time and not have to stand in line all day.

The meeting then adjourned until the last Tuesday in September.

The drayage interests were represented by B. A. Jackson, James S. Reardon and George H. Pride.

### American Railway Association Discourages Use of Trap Cars

The American Railway Association, through its special committee on national defense, has called attention to loss in freight car efficiency resulting from continued increase of so-called "trap car service" between railroad freight houses and consignees or consignees' warehouses, the roads being requested to discourage the unnecessary use of and detention to equipment of this particular class of service. While it is not expected that the railroads will refuse to handle cars in trap service, they will appeal to the shippers or consignee for relief, which action, no doubt, will bring good results.

# Better Service to Distributors

When William Harden, of Boston, obtained in 1839 the first express contract ever issued in this country and began to carry express parcels in a hand valise between Boston and New York, he started an industry which has become indispensable to the commerce of the world. Prior to the advent of the railroads a small express service was rendered by stage-coach drivers and steamboat captains. Mr. A. L. Stimson, in the history of the express business, says that "three times as many parcels, however, went by private hands without cost. Merchants and others, now living (1881), who used to travel in those days between New York and Boston, will remember how they used to be burdened by their friends and acquaintances with money, packages, and bundles to deliver upon their arrival. If a person was going to New York, it was usually known a week or two beforehand and his friends and acquaintances would not only send their own bundles by him but indicate him to others as a man who would accommodate them also. To such extremes was this practice carried that strangers even were expected to afford the like favor." Mr. Harden evidently recognized the possibilities there were in serving the public in this manner and organized a business under the name of Harden & Company, which afterward became the present Adams Express Company.

## SPECIAL SERVICES ATTRACT BUSINESS

Development of the express business has always kept up with public demands. One man with a hand valise could handle all the business there was to offer in the early days, but it soon became necessary to establish offices in several cities and arrange for special facilities on railways and steamboats. As new transportation lines were completed, many new express companies came into existence, all competing for business and creating new ways in which the public might be served. This is shown in the following: (1) a patron may order any commodity, subject to express shipment, which will be purchased by the company's agent and transported to him for express charges; (2) a patron may deliver any commodity, subject to express shipment, to an agent of the company, to be transported to a certain buyer and the agreed sale price collected and transmitted to the shipper for express and money-order charges; (3) a patron may deliver any commodity, subject to express shipment, to an agent of the company who will undertake to sell it through other express agents to the best advantage on shipper's account and transmit the proceeds for express and money-order charges; (4) a patron may request an express agent to perform any reasonable commission, such as collecting bills, filing papers

for record, redeeming pledges, etc., which will be undertaken by the company for agreed charges. The express agent will enter and clear articles at custom houses, transport goods in bond, exchange foreign money, redeem pawned articles, pay gas bills, and, in short, will attend to any legitimate business transaction as the customer's agent.

## WAREHOUSEMEN'S SERVICE NOT COMPLETE

There is a striking parallel in the development of the express business and that of the public warehouse. If the needs of our customers are studied as attentively and with the alertness of the express people, owners of warehouses can undoubtedly improve their service and thereby becoming more useful and necessary to the commercial needs and development of the country. If a standard express company will undertake to perform minor detail business as described, is it not about time we wake up to the fact that we are only contributing a small part of the needs of the people? We seem to have an antipathy to small detail service and often refuse to handle certain lines regardless of the revenue involved, because of the detail there might be connected with the account. Our business would be vastly more popular if all warehouse companies would maintain a separate department for handling small detail business. Such a department could easily be made self sustaining and would perform very much the same function as the industrial department of the railroad or the commercial development department of a telegraph company. The express companies kept themselves very close to the public by encouraging the use of their facilities for a great variety of little business. This little business fosters big business and is well known by all aggressive concerns. Almost all large institutions, national in character maintain special departments for performing small services. Banks, railroads, express companies, telegraph companies and publishers and many other lines of industry all cater to the small customers, as well as the large.

Some warehouses indicate in their advertising that they can do anything a branch house or branch representative could do. Such companies have grasped the right idea, and are fulfilling a function that it would seem every public warehouse should fulfill. On the other hand, many of the large warehouses refuse to enter into in any way a general service business and, there being no uniformity to the kind of service rendered, all warehouses are put in the same class by some shippers as being unaccommodating and lacking in modern aggressiveness.

It is true the warehouse business has experienced great developments in the past few years. Owners have endeavored to meet the public demand. It cannot be



truthfully said, however, taking the warehouse industry collectively, that we are as useful to the public as we should be. Select any one of a hundred modern warehouses and they will be found alert and aggressive, eager to satisfy their customers and reasonable in their charges; but to take the same warehouses collectively, there is confusion, unsystematic methods, unreasonable and inconsistent rates, with no semblance of uniformity, and with as many ways as there are warehouses, of indicating how they arrive at their charges.

#### LACK OF UNIFORMITY

Imagine the discouragement and difficulties shippers had to contend with in the old days when trying to forward a shipment from New York to Chicago, when there was a half dozen or more individual lines of railroad over which the shipment must pass. Each line having its own rates, rules and regulations. Every shipment must have been attended by considerable anxiety on the part of the forwarded. Patrons of public warehouses are to-day having something of the same experience. A large manufacturer having a national output for his product, decides on a certain scheme of distribution in which public warehouses are involved. The rates, rules, regulation and systems, etc., are often found to be so vastly different that it is little short of chaotic; and sometimes results in the manufacturer abandoning the idea entirely and going back to the old method of supplying the trade direct from the factory. We should endeavor to get closer to the public; their needs should be carefully studied and discussed at our annual meetings. New ways should be devised in which our facilities can be used by creating new departments to specialize in certain kinds of service. We have nothing to sell but service; why, therefore, limit our stock-in-trade?

The Western Union Telegraph Company not long ago issued an advertising folder which was distributed broadcast throughout the country. In this folder they outline a few of their many services as follows: rolling invalid's chair; taking dogs for exercise; calling for laundry in emergencies; escorting strangers to their destination; purchasing railroad and steamboat tickets; waiting in line at box office for tickets; securing rain coats, umbrellas and rubbers; escorting ladies to and from theatres, etc.; securing keys that have been left at home; substituting during absence of regular office boy; delivering automobile parts to stranded automobilists; acting as door attendant at receptions, weddings, etc.; calling for garments at dressmakers, cleaners, tailors, etc.; purchasing and delivering lunches in cases of emergency; calling at railroad and steamship terminals for hand baggage; purchasing and delivering flowers, confectionery and other gifts; securing eye glasses that have been forgotten and are needed; escorting children to and from school, places of amusement, etc.; calling for

and carrying books to public and circulating libraries; attending office for lawyers, doctors, and others during lunch hour, etc.; delivering hand baggage at railroad and steamship terminals and checking same.

It is not meant that we should engage in the business of rolling invalid's chairs or taking dogs out for exercise. This is mentioned only to indicate to what length a large company will go in its endeavor to serve the public. The Telegraph company has a special department for performing such services as have just been enumerated, and it is known that it is profitable in more ways than one. The charge made for this class of service amply pays for the effort put forth; besides, it encourages the use of their principal service, which is telegraphing. A well-known warehouseman once said, "I will tie blue ribbons on every package if my customers want me to do so—but they have got to pay me for the service." Why should we not get into the same frame of mind?

#### Team Owners Raise Prices

A new scale of \$6.75, which is seventy-five cents per day higher than the former scale for a team and driver, was adopted by the Team Owners' Association of Peoria, Ill., on July 12th, to take effect on July 16th. There were 300 teams affected, the only exceptions being those in the employ of the Park Board and the city administration, which are controlled by contract. J. S. Thompson, president of the association, declared that the team owners would make less profit under the new scale than they made last year at \$5 per day, because of increased wages, feed and repairs. He called attention to the fact that corn used to sell for from sixty to seventy-five cents a bushel and now it costs from \$1.75 to \$2 a bushel; oats have doubled in price, horseshoeing costs \$2.50 a horse now, instead of \$2, and the cost of wagon repairing is 100 per cent more than it was. Recent increases have also been made in the nearby cities of La Salle and Peru.

#### Uniform Warehouse Receipts Act

The *Bulletin* has received advice both from our member the Wiesenfeld Warehouse Co., of Jacksonville, and also from General Counsel, Mr. Barry Mohun, to the effect that the Uniform Warehouse Receipts Act was enacted by the last legislature and has been approved and is now a law of the State of Florida.

This act has been added to the statutes of eight states during the present year. Those interested in its promotion are to be congratulated upon the successful outcome of their efforts. The states adopting it this year are as follows: West Virginia, Wyoming, Montana, Delaware, North Carolina, North Dakota, Maine and Florida. The others might as well now make it unanimous.—From *A. W. A. Bulletin*.



# Important Meeting of N. T. & M. T. O. A. in Philadelphia



Thomas F. Ashford, Jr., New President of the N. T. & M. T. O. A.

the general speeding up of industries by the war. Some of the officers and directors, however felt that the association should not establish a precedent by letting this year go by without a meeting, so a special meeting of the officers and directors was called to assemble in Philadelphia, July 22d and 23d, at the Adelphia Hotel, where the original meeting was scheduled to have been held. The following officers and directors attended the meeting: N. F. Ratty, president, Chicago; Thomas F. Ashford, Jr., 2nd vice-president, Pittsburgh; George Sproul, secretary, Chicago; Wm. J. McDevitt, treasurer, Cincinnati; ex-presidents, T. F. McCarthy and Isaac Goldberg, of New York, and Hugh C. Moore, of Philadelphia; directors, J. K. Orr and R. L. Smith, of New York; Carlisle Cameron, of Minneapolis; C. Gleason and Charles Farrell, of Philadelphia; J. F. Flood, of Pittsburgh, and M. T. Green, of Buffalo.

The members of the Philadelphia local association had made complete arrangements for the meeting, providing quarters at the Adelphia Hotel and entertainment for the two days that the meeting was in session. As everybody knows who travels, a hot Sunday in Philadelphia is apt to seem long and quiet unless foresighted friends come to the rescue but this particular Sunday proved to be full of joy. The local members had provided everything that a thirsty or hungry man could want, making the headquarters room the most popular place in the city. On Monday evening a special dinner was held in the Japanese Roof Garden of the Adelphia at which was reflected the good fellowship spirit that had been evident throughout the meeting. This was a fitting climax to one

Some time ago it was announced that the National Team & Motor Truck Owners' Association would not hold their regular annual meeting this year because the members generally deemed it wiser to stay at home to carry on the unusually heavy work that has come to them this season through

of the snappiest and most harmonious sessions in the history of the National.

## N. F. RATTY TENDERS RESIGNATION

During the administration of President Ratty the association has been handicapped by lack of funds to carry on the great amount of work that such an organization should accomplish. Mr. Ratty's principal aim during the past two years has been to clear off the obligations of the association and build up a fund that would warrant a constructive program. That he has succeeded in this was shown by the report of Treasurer McDevitt, who was happy to announce a substantial balance in the bank to the credit of the National. Having served for two years, and having accomplished his aim, Mr. Ratty felt that some other member should now assume the duty of the office of the president and tendered his resignation to take effect at once. As evidence of the gratitude that the members hold for the work Mr. Ratty has done, he was presented with a valuable walrus travelling bag, silver mounted and with sterling silver fittings. George Sproul, of Chicago, decided to hold his office as secretary for another year and Wm. J. McDevitt, of Cincinnati, will continue his work as treasurer. D. R. Benedict, of Denver, having sold his business, sent in his resignation as a director.

The officers and directors then proceeded to fill the vacancies caused by these resignations. F. J. Abel, of Buffalo, was in line for president, having served as first vice-president for the past two years. Mr. Abel was not present so he was called on the telephone by M. T. Green, who represented the Buffalo association, and when Mr. Green explained the comprehensive program that the directors had planned for the coming year,



Joseph K. Orr, New 2nd Vice-President of the N. T. & M. T. O. A.

Mr. Abel requested that some other nominee be put up, stating that his business interests would not permit him to devote the time necessary to carry on the work planned. Thomas F. Ashford, Jr., of Pittsburgh, being second vice-president, was next in line and was unanimously elected by the directors. Mr. Ashford is widely known as one of the most energetic men in the association and his election augurs well for the standing and growth of the organization. Mr. Ashford's promotion to the office of president left vacant his former office of second vice-president. For this office T. F. McCarthy nominated Joseph K. Orr, of New York, and his election was unanimous. For many years Mr. Orr has taken an active interest in the association and now, as an officer, he will have greater opportunity to assist in the constructive work that will be begun at once. Mr. Ashford and Mr. Orr, the two new officers, are both progressives of the modern school and, with the able co-operation of the officers who remain in office and the members, will help to bring the association to its place in the limelight. New directors will be appointed later to take the places vacated by D. R. Benedict and J. K. Orr. Very likely the local associations at Denver, Colorado, and Warren, Ohio, will be given an opportunity to select from their membership the two men to fill these vacancies in the board of directors.

#### ACTIVE ADMINISTRATION PROMISED

Much of the progressive work that was carried on under the administration of W. H. Fay and Theodore Gabrylewitz over two years ago has necessarily been shelved during the past two years. It is hoped now that this work can again be taken up and carried through to completion. In addition, an entire new program will be outlined soon that will provide work for every officer and member for some time to come. T. F. McCarthy, Isaac Goldberg and J. K. Orr, all of New York, were appointed a committee to redraft the constitution and by-laws to include the amendments that were passed at the St. Louis convention last year. N. F. Ratty, of Chicago, Carlisle Cameron, of Minneapolis, and T. F. McCarthy, of New York, were appointed as a committee to gather the necessary information and data in order to draw up a bill to be presented to Congress that will prohibit speculation in grain futures. When this bill is ready for presentation the secretary will try to secure letters from each member to his representatives in Congress asking their support of the bill. The committee will take these letters to Washington and will use every other influence that can be brought to bear to have this bill passed.

The greatest work already outlined will be the building up of the membership by organizing new local associations. This will demand the assistance of every member and will be the first step toward making the association the power it should be.

Henry C. Knight, of Boston, an ex-president of the

association, was unable to be present at the meeting, having had the misfortune recently that made the amputation of a leg necessary. It was voted to express to him the sincere sympathy of the association in his misfortune and to wish him a speedy and complete recovery. Atlantic City was chosen as the place for the 1918 convention. This is somewhat of a departure from former customs, but will relieve the burden that has always been thrust upon some local association in meeting the expense of entertainment of the delegates. At Atlantic City each delegate will bear his share of the expense of the meeting. Every effort will be made to secure the interest of all the men engaged in teaming and trucking during the coming year in order to have representatives from every section of the United States and Canada at the annual convention next year.

One of the last things done before the session adjourned was the secret purchasing of a big floral horse-shoe to be sent to Mr. Ashford's home in Pittsburgh to greet him on his return from the meeting. A streamer was attached to this on which was inscribed "Best wishes from the National Team & Motor Truck Owners' Association."

#### Was This a Fair Decision?

A. Booth, the drayman, has a grievance and Fred Heider is the cause of his peeved condition. Fred was sailing down the street Saturday on his bicycle and while engrossed in figuring the anticipated profits on his prune crop he collided with Booth's painted chariot and tried to butt it off the street, when he took a header for the painted vehicle. Now Booth wants damages for the paint rubbed off by Fred's left eye, while Fred maintains Booth was negligent in not getting his yellow cart out of the way. The voluntary board of arbitrators decided that a blackened eye was an offset to the paint and the damages were declared even.—From the Sheridan, (Ore.) *Sun*.

#### Express Pickup Service in Chicago Curtailed

Express companies operating in Chicago have announced that, effective August 1st, they will discontinue at five o'clock each afternoon the pick-up service by wagon in that city. The action is taken as a war measure, and is prompted in part by the fact that curtailment of passenger service on the railways makes it necessary to get express shipments to the stations at earlier hours. The move is also stated to be in the interest of the general efficiency appropriate to wartime. The five o'clock closure plan is already in successful operation in several important cities, including New York; and all local offices of the express companies will remain open until six o'clock to receive shipments which were too late for the wagon service.



# Charges for Moving Household Goods

*One of the great necessities in standardizing the transfer and storage industry is the universal adoption of the hourly charge for moving household goods. In the following paper which was read by Martin H. Kennelly, manager of Harder's Fireproof Storage and Van Company, Chicago, at the N. Y. F. W. A. meeting at Saratoga Springs are given some more good reasons for charging by the hour.*

Household goods moving is no longer a business of any person who may have a horse and wagon and desires to hire himself and equipment out at any price the public wishes to pay. It is true this condition existed for a long time and does exist at the present but not to the extent it did a few years ago. Household goods moving is becoming more and more a business. No longer do the majority of people, when they are going to move, go to the coal man or to the ice man or to the man standing on the street corner with a wagon but they inquire as to the company which makes moving a business. The public goes to the moving company who makes moving a business, because they feel this company will move them properly and if, by accident, they suffer any loss, they expect to be reimbursed and, as a general rule, are reimbursed. With the growth of the moving business, therefore, has come increased liabilities.

Handling of household goods is very different from nearly every other business. We are, in addition to selling labor and the use of equipment, to a large extent insurers of property entrusted to us. We have to guarantee its safe delivery. How many take this into consideration when they quote moving prices?

## CHARGE BY THE HOUR

Is it not a fact that while the moving of household goods industry has advanced as to what service the public demands and what service we give, the charge we should make and do make has not advanced proportionately? In some cities a charge of five, six, seven or eight dollars a load is made. In some cities a charge of two or two and a half dollars per hour is made.

There does not seem to be any argument in favor of charge by the load or contract over hourly charge, in my opinion. When charging for moving by the hour, you are making a fair charge to your customer and assure yourself return for all of the time consumed in the work. If, by error, you charge for more time than you should, your customer will soon tell you about it. If unusual conditions on the job, such as small stairways, length of carry, people not having the goods ready to move, or any other unusual condition over which you have no control,

exists when charging by the hour you receive compensation for the time consumed. Whereas, if you were charging by the job this would be lost to you. Hourly charge for moving household goods gives you a basis for figuring. You can easily figure out what you should receive per hour in order to make a fair profit. You have a set price for what you are selling when you charge by the hour. When doing work by contract, you have not set any price but have a condition that can best be illustrated by the following example:

Take one of the large department stores, with none of the articles marked, the price is left to the salesman to be determined by how badly the store needed to make the sale or how much money the customer had to spend. No business other than the moving business could continue doing business this way and make money. That is the point, continue to do business and make money. Most of us continue to do business, but do we make money?

## MAKE MOVING PROFITABLE

I believe I can safely say that ninety per cent of the moving companies in the country do not make a fair return on their investment—not to think of profit. Surely not many businesses are more exacting on the owners' time and energy; not many businesses carry the risk of loss that this business does. Why, then, lack of profit? So many times we hear the statement: "take the order for storage, figure the moving at cost or less than cost; we don't care if we lose on the moving if we receive the storage order." Why should moving be taken at a loss? Do you know that at least 30 per cent of the time in the moving business is "dead" time? Wagons finish at 3:00 P. M., too late to start on another job. Labor is paid for a full day, your other expenses go on for a full day. Why, then, not make a charge figured on this basis? Charge by the hour and not by the job is my recommendation. Make the hourly charge sufficient to take care of your overhead expenses, which should include "dead" time, all of which is properly chargeable to the job.

Here at this convention at least one-half dozen of the large warehousemen of the country remarked that they would like to be out of the moving business and only handle storage, as there is no money in moving. Is it not up to themselves to make that branch of their business profitable? There are only, you might say, six months of the year when the moving business is profitable; the other six months are operated at a loss. A charge should be made that would take care of this loss. If we will do this, we will make the moving branch of the warehouse business a profitable one and not what it is now considered, a necessary evil to the storage business.



# A New Proposal Form for Household Goods Warehousemen

In line with standardization of services, methods and prices that is being urged by leaders in all of the associations, a new proposal form devised by James F. Keenan, of the Haugh & Keenan Storage and Transfer Company, Pittsburgh, is of especial interest because the uniform methods committee of the New York Furniture Warehousemen's Association has recommended its adoption. The pages of this proposal are of the regular letter size, 8½x11 inches. At the top of the first page the regular letterhead of the company can be used, followed by the "conditions," which are reprinted below:

First—Terms.

Second—We reserve the right to accept or refuse any order for storage, transportation or moving of goods. We are not common carriers, and limit our responsibility to ordinary care; the owner of property packed, stored, drayed or shipped, by the acceptance of this proposal declares the value in case of loss or damage for each or any piece or package and contents thereof does not exceed \$50.

Third—The owner has option of paying a higher charge for his services enumerated without limitation

as to value in case of loss or damage from causes which would make the company responsible, but agrees to the specified value in such a contingency making the company liable because of the lower rate thereby accorded.

Fourth—We will not be accountable for loss or damage to property in our custody sustained by fire or other causes beyond our control. Patrons desiring protection should secure insurance.

Fifth—Delivery of goods to our warehouses will be followed by the issuance of receipt containing terms and conditions upon which property is accepted for storage.

Sixth—Our responsibility positively ceases when shipments are delivered to transportation companies in good order and so receipted for.

Seventh—Pianos or other articles too large for stairways, when taken through windows, will be subject to an extra charge.

Eighth—Execution of contracts are subject to strikes, accidents, delays or other causes beyond control of the management.

Ninth—The written or verbal acceptance of this pro-

**FRONT PAGE:**

HAUGH & KEENAN  
STORAGE & TRANSFER  
COMPANY  
PITTSBURGH

**PROPOSAL**

**BACK PAGE:**

HAUGH & KEENAN  
STORAGE & TRANSFER CO.  
OFFICES AND WAREHOUSES: CENTER AND HUGHES AVENUE  
PITTSBURGH, PA.  
July 11/1917.

SUBMITTED SUBJECT TO THE FOLLOWING CONDITIONS, VIZ:

1. The warehouseman shall not be liable for loss or damage to goods stored in his warehouse, except in case of fire, theft, or other causes beyond his control.
2. The warehouseman shall not be liable for loss or damage to goods stored in his warehouse, except in case of fire, theft, or other causes beyond his control.
3. The warehouseman shall not be liable for loss or damage to goods stored in his warehouse, except in case of fire, theft, or other causes beyond his control.
4. The warehouseman shall not be liable for loss or damage to goods stored in his warehouse, except in case of fire, theft, or other causes beyond his control.
5. The warehouseman shall not be liable for loss or damage to goods stored in his warehouse, except in case of fire, theft, or other causes beyond his control.
6. The warehouseman shall not be liable for loss or damage to goods stored in his warehouse, except in case of fire, theft, or other causes beyond his control.
7. The warehouseman shall not be liable for loss or damage to goods stored in his warehouse, except in case of fire, theft, or other causes beyond his control.
8. The warehouseman shall not be liable for loss or damage to goods stored in his warehouse, except in case of fire, theft, or other causes beyond his control.
9. The warehouseman shall not be liable for loss or damage to goods stored in his warehouse, except in case of fire, theft, or other causes beyond his control.
10. The warehouseman shall not be liable for loss or damage to goods stored in his warehouse, except in case of fire, theft, or other causes beyond his control.

We will furnish material and competent labor to pack in suitable shape for shipment effects shown our representative contained in your present residence. Upon completion of which packing, will deliver to East Liberty Freight Station for consignment to Salem, Ohio, for the sum of fifty dollars ninety-five cents (\$50.95).

Schedule of the packing intended find on Page 3.

The freight rates on household goods 100 lbs from this City to Salem are:-

\$1.65 cwt. released.  
\$2.25 cwt. warehoused.

In the event of the acceptance of this proposition advise us which of the above rates is to be employed.

Should you desire transit insurance covering movement while enroute, the cost will be \$2.50 per thousand. All risk protection if authorized will cost \$12.50 per thousand. Both forms of protection are more fully explained on Page 4.

Should this proposition be acceptable, we would appreciate an early acknowledgment with stating date that adequate reservation may be secured.

Yours respectfully,  
HAUGH & KEENAN S. & T. CO.

per

TO  
Mr. John Doe,  
112 St. Clair St.,  
Pittsburgh, Pa.

"PITTSBURGH PROMOTES PROGRESS"

Front and Back Pages of New Proposal Form

<p style="text-align: center;"><b>Packing Household Goods for Shipment</b></p> <p>UNFORTUNATELY there are no standards in packing. There is no authority by which it may be determined whether a given piece of furniture should be boxed, crated or merely wrapped. Moreover, there is no standard method of boxing, crating or wrapping. A china closet might be crated for \$3.50 or \$6 and the ratio of profit the same in each case. The difference would lie in amount and quality of material and labor used. Thus even when the workmanship is equal, the cost of packing may vary widely. Too little material or material of inferior quality explains the cheap price.</p> <p>But when both workmanship and material are cheap and inadequate there is found the explanation of the extraordinary variation of from 30 per cent to as high as 100 per cent sometimes exhibited in packing quotations.</p> <p>The householder wanting to have household goods packed and shipped is therefore dependent on the reputation and conscience of the warehouseman and on his judgment and his position. The warehouseman sells the highest quality and of most improved packing materials such as cheaply in the past if the customer elects to have a cheap job, and in packing and shipping, as in many other matters, "the best is cheapest."</p> <p style="text-align: center;"><b>STORAGE RATES ON HOUSEHOLD GOODS</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Mode of Transport</th> <th>Monthly Rate</th> <th>Rate per Month</th> </tr> </thead> <tbody> <tr> <td>Van Load (Auto)</td> <td>\$2.00</td> <td>\$6.00</td> </tr> <tr> <td>Truck Load (Auto)</td> <td>\$2.00</td> <td>\$6.00</td> </tr> <tr> <td>Van Load (Horse-drawn)</td> <td>\$2.00</td> <td>\$6.00</td> </tr> <tr> <td>Wagon (Two-horse)</td> <td>\$2.00</td> <td>\$6.00</td> </tr> <tr> <td>Pianos (Grand and square)</td> <td>\$2.00</td> <td>\$6.00</td> </tr> <tr> <td>Pianos (Upright)</td> <td>\$2.00</td> <td>\$6.00</td> </tr> </tbody> </table> <p>The above rates apply to goods stored for three months or more. An additional month's storage will be charged for goods remaining in warehouse for a period of two months or less.</p> <p>UPON request we will, as representatives of a reliable company, procure transit insurance protecting shipments while en route from fire, derailment or collision, or ALL RISK policy covering against every kind and description of hazard, including pilferage and breakage, is procurable where shipment is handled at destination by approved transfer agents or warehousemen. The cost of such protection, not regulated by distance of travel involved. Under the latter policy the insurance company will not be liable for loss or damage less than \$5.00.</p> <p>RELIABLE correspondence in the principal cities of the United States, and abroad, enable us to arrange for shipments to destinations.</p> <p>Customers when shipping shipments of household goods via freight should authorize us in writing to their agents to declare that the value does not exceed \$10.00 per car, or that it does exceed this valuation per hundred pounds, which rate is exact for the purpose of enabling the carrier to apply the lower or higher published rate.</p>	Mode of Transport	Monthly Rate	Rate per Month	Van Load (Auto)	\$2.00	\$6.00	Truck Load (Auto)	\$2.00	\$6.00	Van Load (Horse-drawn)	\$2.00	\$6.00	Wagon (Two-horse)	\$2.00	\$6.00	Pianos (Grand and square)	\$2.00	\$6.00	Pianos (Upright)	\$2.00	\$6.00	<p>Name— <b>Mr. John Doe.</b></p> <p>Work to be done at— <b>112 St. Clair St., Pittsburgh, Pa.</b></p> <p style="text-align: center;"><b>PACKING SPECIFICATIONS</b></p> <p><b>BARREL:</b> All chairs, Wrie-a-bras and 4 lamps.</p> <p><b>BOX:</b> Books and miscellaneous small articles.</p> <p><b>CRATE:</b> Mirrors, pictures, library table, easy stand, 2 brass beds, and parlor suit.</p> <p><b>BURLAP:</b> Carpets, rugs and mattresses.</p> <p><b>PAPER &amp; PAD:</b> (with excelsior pads and heavy craft paper.)</p> <p>Balance of articles require protection.</p> <p style="text-align: center;">It is understood the kitchen chairs, table and ice box are not to receive treatment of any kind, as we are informed these articles will be shipped as they are.</p>
Mode of Transport	Monthly Rate	Rate per Month																				
Van Load (Auto)	\$2.00	\$6.00																				
Truck Load (Auto)	\$2.00	\$6.00																				
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Pianos (Upright)	\$2.00	\$6.00																				

## Inside Pages of New Proposal Form

positional forms a contract binding both customer and the company by the conditions, specifications, prices, etc., contained therein.

The second page can be used for any special information of an explanatory nature that the warehouseman chooses to print. Mr. Keenan uses the following:

## PACKING HOUSEHOLD GOODS FOR SHIPMENT

Unfortunately, there are no standards in packing. There is no authority by which it may be determined whether a given piece of furniture should be boxed, crated or merely wrapped. Moreover, there is no standard method of boxing, crating or wrapping. A china closet might be crated for \$3.50 or \$6 and the ratio of profit the same in each case. The difference would lie in amount and quality of material and labor used. Thus even when the workmanship is equal, the cost of packing may vary widely. Too little material or material of inferior quality explains the cheap price.

But when both workmanship and material are cheap and inadequate there is found the explanation of the extraordinary variation of from 30 per cent to as high as 100 per cent sometimes exhibited in packing quotations.

The householder wanting to have household goods packed and shipped is therefore dependent on the reputation and conscience of the warehouseman and on his

judgment and experience. The warehouseman with the highest reputation and most experienced packers can usually pack as cheaply as the poorest if the customer elects to have a cheap job, and in packing and shipping, as in many other matters, "the best is cheapest."

## STORAGE RATES ON HOUSEHOLD GOODS

	MONTHLY	
	Fireproof warehouse	Non-fireproof warehouse
Van load (auto).....	\$5.00	\$4.00
Truck load (auto).....	5.00	4.00
Van load (horse-drawn).....	5.00	4.00
Wagon (two-horse) .....	4.00	3.00
Pianos (grand and square)...	2.00	1.50
Pianos (upright).....	1.50	1.00

The above rates apply to goods stored for three months or more. An additional month's storage will be charged for goods remaining in warehouse for a period of two months or less.

Upon request we will, as representatives of a reliable company, procure transit insurance protecting shipments while en route from fire, derailment or collision, or ALL RISK policy, covering against every kind and description of hazard, including pilferage and breakage, is procurable where shipment is handled at destination by approved transfer agents or warehousemen. The cost



of such premiums are regulated by distance of travel involved. Under the latter policy the insurance company will not be liable for loss or damage less than \$25.

Reliable correspondents in the principal cities of the United States and abroad enable us to arrange for deliveries at destinations.

Customers when ordering shipments of household goods via freight should authorize us in writing as their agents to declare that their value does not exceed \$10 cwt., or that it does exceed this valuation per hundred pounds, which must be stated for the purpose of enabling the carrier to apply the lower or higher published rate.

The third page contains the packing specifications. A carbon copy of these specifications is made at the time the proposal is written, which is filed when the estimate is mailed to the prospective customer. If this estimate is later accepted, this duplicate schedule of packing to be done is removed from the file and given to the packers, who are sent to the house of the customer. With this as a guide, the packers are accurately informed regarding the articles to be packed and the method of treatment each article is to receive. By this plan the workmen are kept in ignorance of the prices obtained and deal only with that part of the contract which concerns them.

The fourth page, as will be clearly seen in the illustration, is used only as a cover and when folded gives the proposal form the appearance of a legal document.

### Indiana Warehousemen as Public Utilities

Under a law passed by the Legislature of Indiana in 1913 warehouses were included as public utilities; the commission, however, took no notice of this so far as ordinary independent companies were concerned.

Acting upon the petition of certain companies, the present commission has issued an order as follows:

#### State of Indiana, Public Service Commission of Indiana

In the matter of the joint petition of the Central Public Warehouse Company, Henry Coburn Storage & Warehouse Company, Indianapolis Warehouse Company, the Tripp Warehouse Company, for the filing of a warehouse tariff naming labor and storage rates and rules and regulations for handling merchandise in the city of Indianapolis.—No. 3012.

Appearances: Frank F. Powell, president, Henry Coburn Storage & Warehouse Company; C. Strohm, president, Central Public Warehouse Company; F. A. Todd, vice-president, Indianapolis Warehouse Company; E. H. Tripp, the Tripp Warehouse Company; A. V. Lamme, Fishback Warehouse Company; H. C. Schroeder, president, Hogan Transfer & Storage Company.

The first four aforesaid petitioners, on May 5, 1917, filed their joint petition asking for the establishment of a warehouse tariff and schedule naming labor and storage rates and rules and regulations for the handling of dry

merchandise in the city of Indianapolis. At the hearing held in the offices of the Public Service Commission of Indiana on Thursday, June 7th, they were joined in said petition by A. V. Lamme, representing the Fishback Warehouse Company, and H. C. Schroeder, representing the Hogan Transfer & Storage Company, who became joint petitioners in this matter.

Due notice was given to all interested parties in this matter, including the city of Indianapolis, through its mayor and clerk, and informal notices were given to the Indianapolis Chamber of Commerce, the Board of Trade and to citizens broadly through newspaper publication. None but the petitioning companies appeared.

The evidence showed that there had not been filed with the Public Service Commission of Indiana such a warehouse tariff and schedule as herein prayed, covering dry storage in the city of Indianapolis. There was filed as exhibits similar warehouse schedules for the Chicago and Minnesota districts which were presented as being practical, fair and reasonable. The aforesaid parties, making appearance for the petitioning companies, testified that the rates contained in said schedule for which they asked authorization were fair and reasonable and were in conformity with rates at these other points. The testimony indicated that on some commodities the increase over present existing rates amounted to as much as 25 per cent, but that the average for the entire schedule was probably 10 to 12 per cent over the rates that had been in effect. Said representatives of petitioning warehouse companies testified that the rates in the past had not been sufficient to give proper return on investment, and that conditions at this time were such as to increase operating expenditures.

The commission, having heard the evidence in the above entitled cause and being fully advised in the premises, finds that said companies should be permitted to file the said schedules, rules and regulations filed with and made a part of said petition, same to become effective as of June 1, 1917.

IT IS THEREFORE ORDERED BY THE PUBLIC SERVICE COMMISSION OF INDIANA, That the above joint petitioning companies are hereby and herein authorized to file the following schedule of rates, toils, charges, rules and regulations, which shall be the legal published rates, toils, charges, rules and regulations of said companies, same to become effective as of June 1, 1917.

\* \* \* \* \*

(The houses named have formulated and submitted a tariff of rates and regulations which is in effect similar to those filed by warehousemen of Chicago and Minnesota. Receipt is acknowledged of copy of the first tariff filed by the Henry Coburn Storage & Warehouse Company. The commission states that this order will be the first step toward putting all warehouses throughout Indiana under the jurisdiction of the commission.)—From *A. W. A. Bulletin*.



# Uniform Methods

*William T. Bostwick, vice-president and treasurer of the Thomas J. Stewart Company, Jersey City and New York, is also a member of the uniform methods committee of the New York Furniture Warehousemen's Association. At the recent summer meeting of this organization Mr. Bostwick presented this strong plea for the adoption of uniform methods. His paper follows:*

When one attempts to define uniform methods it seems comparatively simple; the words explain themselves; but when one attempts to discuss the subject, a broad field is immediately opened up. Uniform methods are, or should be, a natural result of association work; in short, the underlying causes for an association should also produce uniform methods. Uniform methods are simply another step in the effort to benefit by co-operation; to produce, from the combined experience of different association members, a uniform method of procedure. Uniform methods fall naturally into two important divisions: that of uniform methods in our legal end and that of uniform methods in the general management of our business.

Let us discuss first the uniformity in the general management of our business. This subject may be subdivided.

First we have our employees. Has it not been thoroughly demonstrated in our local business how co-operation among employers resulting in a uniform agreement with the employees has accomplished much more than any individual warehouse acting alone, and not in uniformity with the rest, could possibly have accomplished? It has produced a better spirit and feeling among our employees. They know and realize that the general treatment by the warehouses will be the same. They appreciate that they cannot ask for special concessions from separate concerns: that the general rules adopted are uniform and therefore much stronger, and that their condition is, to all intents and purposes, uniform throughout the city. Of course, the arrangements may be far from ideal, but what improvement has occurred has resulted from the co-operation and uniform method of treatment by the employers.

## WHY NOT A STANDARD SIZE LOAD?

Then come the methods of handling affairs in our businesses. Here there has been very little advancement. Possibly because the different warehousemen are jealous of their own methods, or are afraid to divulge what they may consider trade secrets. This state of mind is, we believe, fast disappearing, however, and the universal discussion and adoption of uniform suggestions will unquestionably result in the saving of much money to the industry in general. Many subjects of this kind can be aired and a general opinion reached. Among other specific instances along this line which occur to me is the

subject of the trailer. Several years ago the gas truck came into existence. The result was a wild speculation to see who should build the largest van. Economy of transportation was the idea. Carry two loads at no increase or at a very slight increase of cost, and make the difference in profit. The result we all know. The warehouseman or van owner carried his two loads instead of one load, but at the same price at which he formerly carried the one load. The customer was all at sea. He might engage a van and find it had one, one and one-half or even two normal sized loads. Competition was on a basis both unsatisfactory to the warehouseman and to the customer. Neither knew where he stood. We have progressed, at least we want to believe we have, since that time and we ought to be able to discuss the subject of the trailer sanely and from the light of experience and reach some uniform decision as to whether we will or will not adopt this latest idea. To be sure, some of us will adopt it, whatever may be the general opinion, but that should not deter us from reaching some universal decision. Is not the trailer simply another enlarged van; and will not the result of its universal adoption be the same as the results of the large van? Most of us have returned to a uniform size of van and is this not wise? Does it not increase the confidence of the customer? If we were controlled as are the railroads and were forced to make specific charges, then economy of transportation might result in trains of vans, but until some method of control is evolved will there be any lasting benefit accruing to any one by the adoption of trailers or any such idea? What our aim must be is to reach a uniformity that will allow the customer to know what he is buying when he buys; what a uniform load may be. This idea of discussions of important innovations and a uniform method of action by our members does seem, does it not, only logical and yet when are we going to appreciate such a condition.

Then come our office methods and office forms. This is a point where we begin to come into closer contact with our customers. There can be very little argument as to the fact that much friction with customers would be avoided if the warehouses dealt uniformly with them. When I first went into the warehouse business I was able to overcome much friction with our customers by simply lining up our methods of doing business to conform more or less exactly with the majority of other warehouses; something the former owner of the business had never attempted. Our business is a dangerous one. We take large risks, many times without adequate return. It behooves us to protect ourselves with every possible means. This often results in more or less elaborate requirements and forms, many of which appear unnecessary and are characterized as foolish red tape by our customers. If we can know and feel that this or that requirement, irk-

some possibly to the customer as it may be, is universal and has been adopted by the warehousemen as a uniform method of protection, how much more sure we feel in our right to insist in this requirement and how much easier it is to convince the customer if we can assure them that the requirement is universal among the warehouses.

#### UNIFORM METHODS LESSEN COMPLAINTS

This is particularly true when a new method of procedure is adopted. I remember that at the time we were discussing a "declaration value" clause, a number of warehousemen objected to the length of such a clause, and I am sure some of them did not adopt it because of fear of their customers. Still all must have realized at the time how much easier the adoption of that clause was going to be if done universally. After all, this fear of customers is mostly bugaboo. Your clerks will tell you how customers will not stand for this or that. Ninety per cent of this is pure laziness on the part of your clerks. They do not want to go to the trouble of explaining or educating the customer. It is easier not to do this but even the clerk will feel easier if he can say that the new method or form is universal among the warehouses. The trouble arises when a customer from warehouse A meets a customer from warehouse B. Warehouse A's customer discovers in casual conversation that some requirement of warehouse A which annoyed him is not insisted on by warehouse B. Immediately the customer of warehouse A feels that his warehouse is needlessly over careful and his annoyance grows; whereas if the customer of warehouse B can tell him that warehouse B requires the same operation, warehouse A's customer will probably think himself unreasonable and remark that he did not know that such requirements were universal. In the first case warehouse A may lose a perfectly good customer simply through the lack of universal methods. In the second place uniform methods of operation remove a complaint and satisfy a customer. Most customers do not object to care being exercised in the handling of their goods and where such care is uniform they will readily appreciate that it has been adopted for some adequate reason.

So much for the management of our business as regards customs and forms. Next we come to the other important division; that of the legal end. The importance of uniform methods in the legal end of the warehouse business was appreciated many years ago when the Uniform Warehouse Act was formed and presented in various states for adoption. The legislatures realized the value of such uniform laws and to-day forty states have recognized the value of uniformity by adopting practically word for word this Uniform Warehouse Act. Can there be a stronger plea for uniform methods than the adoption of this law throughout the country? It may not be perfect. There are certain ambiguities in

it and there is not enough differentiation between the negotiable and non-negotiable warehouse receipt but it is a vast improvement over the former condition when one had to be a Philadelphia lawyer to know what one could or could not do in each state. The big trouble with this law in some states is that it is so little known. Take even our own New York. Unfortunately there it was incorporated as a part of the General Business law and unless attention is especially called to it lawyers and courts are inclined to overlook it and to fall back on the General Lien law which is radically different in certain respects. A most cursory examination of past cases of warehousemen will show a woeful lack of knowledge on the part of the lower courts as to even the existence of a warehouse act. In New Jersey, fortunately, the act was headed as a separate act and is, therefore, more universally known.

#### UNIVERSAL PRACTICES SIMPLIFY LEGAL TANGLES

But these laws are only the foundation of the legal side of our business. Constantly the members of our association are presented with some legal tangle. The discussion of these tangles and the adoption by the Association of some uniform method in preventing their recurrence is only common sense. One of our well-known members well remembers the unexpected outcome of a letter which he wrote purporting to give an estimate. This letter did not contain all the conditions and requirements of the contract which he expected the customer to sign if the estimate was accepted. Nothing concerning the contract was mentioned in the letter and, although the contract was later signed, the court ruled in a suit which followed that the letter controlled the situation and that nothing could be added afterwards. Of course, that decision may be questionable but it resulted in our adopting universally a clause stating that the estimate might be withdrawn and that the estimate was not a contract but would be followed by a contract if such estimate was satisfactory.

Again a warehouseman was sued on the famous \$50 clause and while he won his case on the appeal still a close analysis shows that most of the judges passing on the case felt that we as warehousemen had no right to limit our liability. Our uniform methods committee set to work immediately and produced a "Declaration of Value" clause similar to that used by the express companies which should protect us against this condition. Here again the value and strength of uniform methods.

One might go on indefinitely and name instances where uniform methods may or should have been adopted. Any lawyer will tell you that a court is swayed by the universal customs of any industry and therein lies the answer. The strength of any warehouse custom or procedure is vastly increased by its being uniform; in fact, it does not become a custom unless more or less universal. If uniform it is safe for the court to assume that it is



generally well known and a certain amount of obligation thereby attaches to the customer in that he should know the uniform practices of the business with which he is dealing. This is particularly true of a large industry such as ours.

#### ALL REALIZE NEED OF UNIFORM PRACTICE

So much for the arguments in favor of the value of uniform methods. Down deep in our hearts we all know their value and a paper like this should really be unnecessary. Throughout this short talk I have attempted to assume that in some cases at least our members have universally adopted so-called uniform methods. In some cases the majority of our members may have done this but so many instances arise which tend to discourage this idea that I have become skeptical. Naturally the question arises, why is it? I am loath to believe that we don't believe in uniform methods, at least to some extent. This would reflect on our business acumen. There is no man in our line, and I say it with all due deference, who can foresee the various contingencies which are constantly arising. I can't help but believe that if we were able to be in our business for 500 years that in the 500th year one of us would have a new experience with a customer. Such being the case, it certainly behooves us to strengthen ourselves by cooperation and uniformity of action. We all know that often a member will rise at one of our meetings and tell what to him is a new experience, only to be informed that if he had adopted one of the suggestions as to uniform methods voiced at one of the former meetings or proposed by the uniform methods committee, he would never have had the experience. Why don't we get together? The more uniformity we achieve the more satisfied our customers are going to be and the less danger there will be of regulations from outside.

My parting words to you, gentlemen, are regulate yourselves, set your house in order and remove the necessity or desire of outside influences wishing to regulate you. This can be done only by uniformity of method, actions and treatment of customers.

#### Our Relations With Our Customers

*Diplomatic treatment of patrons is one of the first rules in any business but applies especially to the household goods transfer and storage business because the dealings are so often with women and the personal element counts for much. D. V. Murdoch, of the Murdoch Storage and Transfer Company, Pittsburgh, treats this subject in the following paper which he read at the Saratoga Springs meeting of the New York Furniture Warehousemen's Association.*

The subject chosen by me is an old one but too much cannot be said regarding it. We know that the proper

handling of an old or new customer is half the job, but to know the proper way is the trick, as every customer is of a different temperament. A clerk who is somewhat of a character reader is a good man to have at the counter to meet the trade and, to my mind, this clerk should be instructed to let the customer do the talking so that he can get a chance to size him up and prepare himself for his line of talk. This is a quick operation but when the art is acquired it helps a great deal toward getting business and pleasing customers. Great care should be exercised in what and how much is said, as salesmen have been known to talk themselves in and out of an order. I offer a case that occurred in our office recently. A well-dressed lady entered, accompanied by a child, likely a grandchild. This lady looked like a very desirable customer, but the child did a lot of talking and from the child's line of talk we decided to get the woman's money before she left our office, which we did, and it developed later that she was of the clever kind who needed watching. She "had lots of money in the bank but no check book or any other way of getting it out."

#### YOUR ESTIMATOR SHOULD BE A SALESMAN

The outside man, or estimator, holds a very important position and the right man can make a good impression if he is of the kind that does his soliciting in a pleasant way. A job can often be lifted at a better price when a little soft pedal talk is handed to the prospect; talk that puts you into their confidence. I do not want to throw any bouquets at our estimator but only last week he called at a home, where the goods were to be stored, and, upon entering, the lady impressed upon him the fact that moths played no part in her housekeeping. He put his hand down the back of some davenport cushions and felt moth-sand and in a polite way informed the lady that moths had slipped in unknown to her and then proceeded to brush out a moth-worm. She asked him how he knew that they were there and he said in a modest way that that was part of his business. He had won her confidence, she gave him the order right there and the goods are now stored in our warehouse at a good price. Salesmanship is the proper term to use here, and the more we can educate our men to use tact the easier we will find it to get business and keep it.

Another way to please a customer is to have nice, clean, properly equipped vans or trucks back up to their front door to handle their household goods; especially when the men are tidy, well-behaved and go about their job as if they knew how. It also helps a lot if one of the foremen or the man who took the job would slip in and see how things are going. Our business is now different from any other; we must be on the job, keep our appointments with customers and execute work according to their wishes. I think, if we do that, we will please customers and a satisfied customer is a good advertisement.



### Bayonne, N. J., Rejects Terminal Plan

By a vote of 3,408 to 1,075, the citizens of Bayonne, N. J., at a special election, July 31st, rejected the proposal to have the Bush Terminal Company develop the city's shore front on New York Bay.

The proposal was that the city should issue \$10,000,000 of bonds to construct piers, storehouses, factories and connecting railroads under an agreement with Irving T. Bush, head of the Bush Terminal Company, Brooklyn, N. Y., which would provide that the proposed terminal plant be built and operated by Mr. Bush, who would divide the profits with the city, the plant at the end of fifty years reverting to the city free of cost. It was expected that in fifteen years the interest and sinking fund charges on the bonds would be so reduced that Bayonne would have an annual income of \$1,000,000. The proposal included a terminal for a passenger and vehicular ferry connecting with Manhattan.

### A Shipper Is Bound by Conditions Accepted by Him

New York, July 10, 1917.—A railroad declines to honor a claim for lost goods because the claim was not presented until nine months after the goods were shipped because "conditions" printed on back of the bill of lading require claim to be made within four months after a reasonable time for delivery has elapsed. Are we not within our legal rights in demanding settlements?—SUBSCRIBERS.

Reply.—If the shipper knew of these conditions, and assented to them, he is bound by them. The back of a bill of lading, however, is no part of the contract, unless the face of the bill refers to the conditions upon the back and declares them to be part of the contract. In that case they are incorporated into the contract as if they had appeared upon the face of it, the shipper having due notice of their existence and effect.

### Protest Exchange Charge on Checks

Vigorous protest is being made by the New York Merchants' Association against an amendment offered by Senator Hardwick, of Georgia, to a bill changing the Federal Reserve Act, and known as the "Hardwick Amendment." The amendment would nullify the rule established by the Federal Reserve banks of collecting checks without charge and would permit a charge to be made for cashing checks, apparently even checks presented by a depositor to his own bank.

In protest against the Hardwick Amendment, Mr. William Fellowes Morgan, President of the Merchants' Association, sent to twenty-five representatives of New York City and State in Congress the following telegram:

"On behalf of the business men of this city whose business relations ramify throughout the country, the Merchants' Association of New York vigorously and earnestly protest against the enactment of the Hardwick Amendment to the bill amending the Federal Reserve Act, which amendment would permit a charge of one-tenth of one per cent for collection or payment of checks and drafts and remission therefor by exchange or otherwise. We protest that payment of goods purchased should be made to the seller at par and should not be subject to such deduction as would be permitted by this amendment. Moreover, the phraseology of the amendment is vague and apparently permits charge for collections between institutions in the same city or town, and possibly for cashing depositor's own checks when drawn on and presented at his own bank for payment.

"We cannot conceive of anything more detrimental to American business credit than that a bank check should be worth anything less than its face value at the counter of the bank on which it is drawn."

### Meaning of the C. I. F.

Pittsburgh, Pa., July 9, 1917.—In the case of imported material purchased by us c. i. f. New York, the question arises whether this means that the seller is to take out only ordinary marine insurance, leaving war risk insurance to be paid for by us. Please give us an opinion.—J. W. T.

Reply.—A seller on c. i. f. terms is to take out such insurance as any insurer would take out in his own behalf if the loss were to fall upon him. If there is no war in existence when the sale is made, then the obligation to insure cannot be held to extend to insurance against war risk. If there is a war in existence when the sale is made, the insurance must cover war risks as well as others. In any case it is such insurance as the situation existing at the time of the sale would call for.

### Common Law Bill of Lading

New York, July 16, 1917.—What is a common law bill of lading? Where can a copy of such bill be secured?—M.

Reply.—A common law bill of lading is such a bill as was fixed by the rules of the common law of England and America, before the rights of the parties were defined by statute and changed by the insistence of the carriers. The usual contents of a common law bill of lading may be found in any authoritative work on carriers. It is a bill that makes the carrier liable for practically all losses except those arising from the acts of a public enemy, or from inevitable accident described as "the act of God."

# The Twentieth Annual Outing of the N. Y. F. W. A.

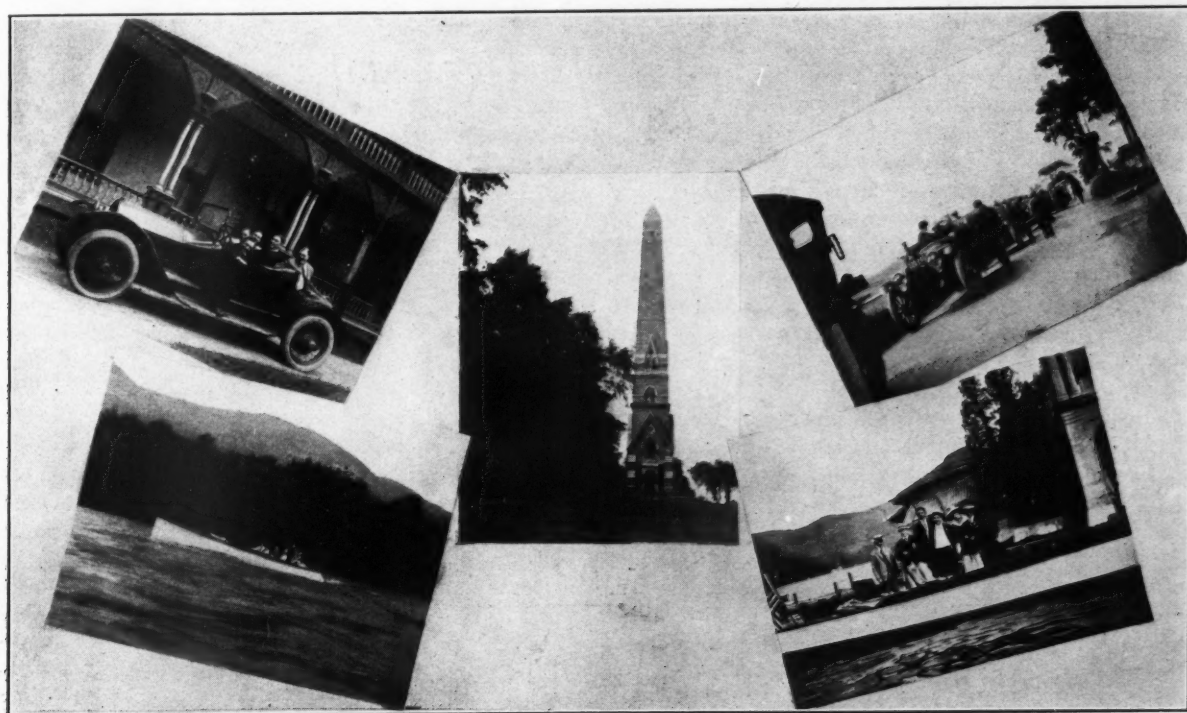
On Friday evening, July 6, nearly all of the eastern members of the New York Furniture Warehousemen's Association left New York for their annual meeting and summer outing via the Hudson Navigation Company's night boat for Albany. The meeting was held this year at Saratoga Springs, with headquarters at the United States Hotel. The trip up the Hudson that night was as pleasant and cool as travel can be made these hot summer days. A special table d'hôte dinner to be served on the boat had been previously arranged, and was the first affair of the long list of scheduled entertainment provided by the well-chosen outing committee, made up of Charles L. Carbrey (chairman), Grant Wayne, W. T. Bostwick, George N. Winkler and Jesse B. Van Brunt. After the dinner was served, the tables were cleared from the dining salon and the members and the ladies (the ladies are always invited to the N. Y. F. W. A. outings) danced the rest of the evening. A train at the Albany dock Saturday morning carried the party to Saratoga Springs.

Saturday afternoon sixteen touring cars lined up in front of the United States Hotel to take the entire party for a fifty-mile drive through the beautiful country surrounding Saratoga. Probably no section of the United States holds more of historic interest that was covered on

that drive, which visited the famous Saratoga and Schuylerville battlefields. A stop was made at the Saratoga Monument, which was erected in commemoration of the American victory over General Burgoyne's army, October 17, 1777. The route also took the party along the banks of the upper Hudson, around Round Lake and ended at Lake House on Saratoga Lake, where the annual banquet was held. To those who had been motoring all the afternoon that banquet was the most satisfying bit of entertainment that could have been offered. Everybody had a keen appetite, which was made more keen by the inviting menu that was served. The broiled trout and squab brought forth that I'm-glad-I'm-here expression on the countenances of everyone present. Dancing followed the banquet, and the return to the hotel was made by special trolley.

## THE DAY AT LAKE GEORGE

Sunday morning the entire party made a trip to Lake George by special trolley, arriving at the Fort William Henry Hotel in time for the good luncheon that the outing committee had ordered. Following the luncheon the whole party embarked in a squadron of motorboats for



Snap Shots Along the Route of the Motor Trip and Boat Ride at the N. Y. F. W. A. Outing





Members and Guests of the N. Y. F. W. A. at the

a trip around Lake George. For those who have never visited Lake George we might say that it is one of the most beautiful lakes in this country, flanked on either side by mountains and dotted with small islands. The pilots of the motorboats held close to the shore line the greater part of the journey in order to show the guests the magnificent summer homes that are scattered along the whole length of the lake. Something over thirty miles was covered on this interesting ride before the party was landed back at the Fort William Henry Hotel to take the special trolley back to Saratoga Springs.

After dinner Sunday evening motion pictures were shown by courtesy of the Stacey Auction and Storage Company, Cincinnati, and the Turner Moving and Storage Company, Denver. The first film shown was the one taken at the recent convention of the Illinois Furniture Warehousemen's Association, held at Green Lake, Wis. These pictures came out exceptionally well and attracted a great deal of interest because nearly all of the members of the I. F. W. A. were known and easily recognized by those in the audience—in fact, many of those present figured prominently in that film. The Stacey Auction and Storage Company are to be commended for this brilliant idea that provided such good entertainment. This film was followed by pictures of their plant in Cincinnati, showing their equipment at work in the city and suburbs. The Turner Moving and Storage Company also exhibited films and plates of their plant and equipment at work in Denver.

#### THE BUSINESS MEETING

The business session began at 9:30 Monday morning and did not adjourn till after 2 o'clock. Walter C. Reid, president of the association, opened the meeting with a talk touching upon the activities of the association during the past year and the developments in the industry as affecting the N. Y. F. W. A. He spoke of the great loss to the association through the death of D. Ed. Dealy because of his popularity and the interest which he al-

ways took in the association's work. The associate members were reminded once more to take more pains in billing shipments to New York to make out bills of lading properly and, in particular, to specify the correct freight terminal, to bill to a member's warehouse or to provide a notify address. He discussed the effect of the war on the industry and suggested co-operative purchasing for the members as a means of combatting the handicaps of increased costs of all materials. The ordinance again introduced in New York to compel the movers of household goods and the warehousemen to register each removal with the police department was severely condemned, because he felt that the firms in this industry should not be called upon for this extra work and for this detective work which rightly belongs to the secret service department of the city. Mr. Reid reviewed the work of the committee which had been conferring with the committees of the other associations toward establishing a national organization. Personally he seems to believe that the opinions of the members are not yet decisive enough to go ahead with the actual organization work, but he inclines toward an affiliation with the American Warehousemen's Association under the only definite plans worked out by the committees which call for three subdivisions of the A. W. A. made up of the household goods warehousemen, the merchandise warehousemen, and the cold storage warehousemen; the expenses of the organization to be shared proportionately and each section to have more or less independence of action. Mr. Reid called attention to the prestige of the A. W. A., the millions of dollars of capital represented by their members at present and the political influence of the members, individually and collectively.

#### NEW PROPOSAL FORM SUBMITTED

The report of the outing committee was delivered by Charles L. Carbrey, chairman, who seemed highly gratified with the attendance at this year's meeting. Over 100 members and guests were present. Charles S. Mor-





at the United States Hotel, Saratoga Springs, N. Y.

ris rendered his report as secretary of the association. This was followed by a paper on "Uniform Methods" by William T. Bostwick, which is published in this issue. In the discussion that followed this paper a new "proposal form," originating with James F. Keenan of the Haugh & Keenan Storage & Transfer Company, Pittsburgh, was described to the members by Charles R. Saul of the Columbia Storage Warehouses, New York, who has also adopted this new form of proposal blank. This proposal form seems destined to be approved by the uniform methods committee and will be fully described in TRANSFER AND STORAGE. The outstanding feature of this new form is the assurance of a clear understanding between the warehouseman and his customer before the work is begun. Uniform adoption of this form would do away with much of the unpleasantness in the warehouseman's work.

Buell G. Miller, of the Miller North Broad Storage Company, Philadelphia, was scheduled for a paper on "Sizing Up the Year's Report," but business engagements prevented his attendance.

"Charges for Moving Household Goods" was the topic treated by Martin H. Kennelly, of Harder's Fireproof Storage & Van Company, Chicago. This paper is published in this issue. In the discussion that followed, Chas. S. Morris made the statement that the only equitable method of charging for moving household goods is the hourly charge, and this method should be adopted universally.

A paper that gained close attention was the one prepared by J. B. Baillargeon, of the J. B. Baillargeon Express, Ltd., Montreal. This paper, which was read by Mr. Primeau of the same company, is published in this issue.

#### TURNER SPEAKS ON ADVERTISING

George E. Turner, of the Turner Moving & Storage Company, Denver, read a paper on "Advertising" which brought forth much comment. Mr. Turner has gained

fame throughout the industry as an original advertiser, but not all the members present approved his methods. However, he has the best answer that can be given to critics, and that is, to quote his own words: "The best storage people in the United States tell me I am wrong; my competitors in Denver tell me I am wrong; but my banker, of whom I borrowed money, and have been able to pay back, says I am right." The main criticism of Mr. Turner's advertising was levied against his use of the newspapers to advertise half-rate storage in order to fill an old building which he had recently acquired. He explained that the building was in an undesirable part of the city and could not be sold or rented, so, in order to derive some revenue from this property he decided to advertise the half-rate storage. Even so, the members argued that the storage business in Denver had been injured by this cut-rate storage and condemned this action. Comment was also made on the use of his photograph prominently featured in newspaper advertisements. Mr. Turner holds that a good-looking face will attract more attention than any text matter that may be put into advertising copy and believes that the people of Denver can be made to think of Turner whenever they think of moving or storage by advertising himself as prominently as his service. Mr. Turner is surely right in his fundamental premises, which are, first, to have good warehouse facilities and moving equipment, neat and efficient employees. Then, to quote his own words, "after you are in a position to give the public good service you have got to tell them, and you have to keep telling them. The public is very fickle and will drift away from you quickly if you do not keep telling them that you are in business and then keep doing good work for those that come to you." He also states that no one can accurately trace advertising results, saying "you have to decide what you think is best, try to advertise to produce the best results, pay the price—and then if the business keeps growing and at the end of the year you have made money, your advertising must be good."

One of the subjects that has created a good deal of interest at both of the big warehousemen's meetings this year was "Advantages of Co-operative Buying." This was treated at the New York meeting by Louis L. Firuski of the Pioneer Fireproof Warehouses, Brooklyn, N. Y. This paper is published in full in this issue.

Joseph W. Glenn of O. J. Glenn & Son, Buffalo, N. Y., read an excellent paper on "Relations Between a Shipping Warehouse and a Receiving Warehouse." This paper will be published in a later issue of TRANSFER AND STORAGE.

"Our Relations with Our Patrons" was the title chosen by David V. Murdoch of the Murdoch Storage & Transfer Co., Pittsburgh, Pa. Mr. Murdoch's paper is also published in this issue of TRANSFER AND STORAGE.

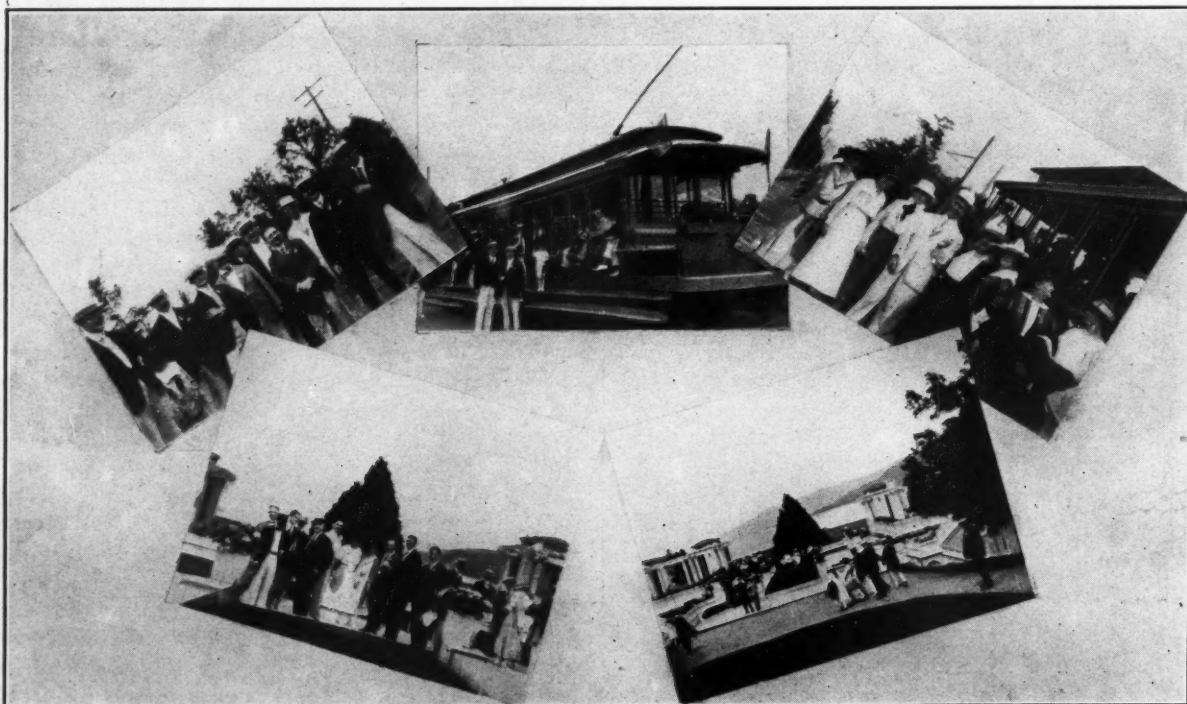
#### ORGANIZING A NATIONAL ASSOCIATION

As was the case at the Illinois meeting this year, the subject of organizing a national association created the most interest. F. L. Bateman, president of the I. F. W. A., was called upon to tell what action was taken by his association. He briefly outlined the work that the I. F. W. A. committee had accomplished and told of the discussion that developed at the Green Lake meeting, where the members voted against affiliation with the American Warehousemen's Association and expressed themselves in favor of a national association devoted entirely to the interests of the household goods warehousemen. Chas. S. Morris called upon the New York Association for some definite expression from them to guide the work of

their committee, saying that they must have some definite program in order to proceed intelligently. He said that there was too much duplication of effort and expense in the work now being done by eight separate organizations, each of which is really a national body.

Under the one organization a well-paid secretary could be employed to act as an efficiency expert to educate the members and to install uniform methods of conducting the business. Walter C. Reid said he thought that the time was not yet ripe for a national association to be organized but suggested that the N. Y. F. W. A. adopt some definite resolution which would instruct their committee how to proceed. Walter C. Gilbert, of the Harlem Storage Warehouse Co., New York, went on record as favoring affiliation with the American Warehousemen's Association, believing that the present high standard of membership of that organization and the prestige and political influence of its members would be a great help in the work that the household goods warehousemen would carry on. After a long discussion on this subject the association voted to continue the committee which was originally appointed to draw up plans for the national association. This committee will continue to co-operate with the committees of the other organizations and no doubt some definite plan will be developed soon after the American Warehousemen's Association meets in December.

Immediately following the business session the members made ready for their trips back home. Some of those who were fortunate enough to have motored to the



Snap Shots of the Members and Guests on the Trip to Lake George and on the Grounds of the Fort William Henry Hotel at Lake George



meeting planned to extend their trip through the scenic mountain country surrounding Saratoga Springs. Nearly all the members, however, went to Albany by train Monday evening and came back to New York via the night boat on the Hudson River.

### The Advantages of Co-operative Buying

*The subject of co-operative buying has been brought up for discussion several times during the past year at the regular monthly meetings of the New York Furniture Warehousemen's Association. A committee was appointed some time ago to draw up definite plans for action by the association, and Louis L. Firuski, owner of the Pioneer Fireproof Storage Warehouses, Brooklyn, was made chairman. Mr. Firuski prepared the following paper, which he read at the annual meeting of the association at Saratoga Springs.*

In having been asked to write a paper on this subject there were but very few thoughts presented themselves that needed positive statements other than those expressed in the very title itself. The power of capital as purchasing power, its concentration in one large mass, must necessarily produce satisfactory and profitable results to those who share in it.

A successful business, more or less, is an evolution of sensible economy, and I use the term advisedly inasmuch as economy generated by poor judgment and without regard to the results produced ceases to be sensible economy and at all times works as a detriment to business interests. Thus, sensible economy finds its strongest force in co-operative methods in business.

The chain store is the best illustration of just what advantageous co-operation produces. Take the United Cigar Stores, Woolworth, or the Riker-Hegeman Drug Stores; I mention these on account of their prominence (though there are many others whose titles are not so familiar) that are worked out on a basis of single executive management and control. A greater purchasing power is created by the number of shops which furnish the outlet. The manufacturer courts that customer because his demand is large, incessant and regular. The consumer likewise benefits in that, through the course of usual merchandising, the shop who sells the merchandise that has been purchased on a co-operative basis is in a position to quote the very lowest prices and give to the public more for the money than the shop that is burdened with the executive expense for just one or two producing channels as against a great number. Thus there is a benefit to the buying public as well.

#### STRENGTHENS THE ENTIRE INDUSTRY

The subject hardly needs any lengthy explanation, nor is it necessary to cite any examples of just what co-operative purchasing means to many businesses. You are



"The Thomas J. Stewart Special" with a Load of Good Looking Warehousemen at the N. Y. F. W. A. Outing

no doubt aware that a large number of industries are organized in this manner through the medium of their associations, such as the retail dry goods, brewers, beef packing, and various other large interests throughout the country, thus procuring for their members distinct advantages, particularly in our line would the smaller concern be benefited, and I am heartily in favor of this procedure. It means a more stable condition all around and strengthens the industry at large.

I have for a long time felt that there was room for co-operative purchasing on the part of those engaged in our line of business in Greater New York and, acting on the suggestion of my motion made at one of the recent meetings, the chair appointed a committee of three to take up the matter, having honored me with its chairmanship, and I have every reason to believe that with proper support after once organized and the plans well defined, many savings can be effected for the benefit of the members of the Association and I have no hesitancy in expressing the opinion at this time that in due course, if we can make this a successful venture in New York, the same thought can be applied to a national organization which, as you can well appreciate, would have even greater and more decided satisfactory influences.

Organization in itself is nothing more or less than combination, and in combination there is strength and power. I realize, as you perhaps do, that there is always room for the abuse of power that may be vested in a committee in a proposition of this kind; thus, on the other hand, it is highly essential for the complete success of the plan that those who have been designated to handle the matter have the absolute confidence of all those directly interested and who will finally enjoy its advantages.

A plan of this character must be conducted on strictly business lines. At the beginning I doubt very much if any special clerks may be required to carry it out, but if the proposition grows as I believe it will, and the demands are accordingly great, the Association will find it an econ-



omy to employ a well-equipped purchasing agent, though that, of course, is a matter for later consideration.

If you will but stop to think of the various supplies and the amount of money represented by the warehousemen's purchases in such articles as lumber, burlap, excelsior, nails, hardware, trucks (electric and gasoline and their accessories), paper, twine, tags, stationery, to say nothing of various forms of insurance and countless other items, you must readily grasp that the firms selling that character of merchandise and protection will seriously court our trade and keen competition will unquestionably be created.

Surely there is none among you but that will readily agree that to purchase merchandise at wholesale as against retail is a distinct advantage, and price must necessarily play its part.

I have tried to think of an argument against the proposition and find none. Some may suggest that a liability on the part of the association may be incurred in purchases. In this regard I beg to say that your committee at its initial meeting unanimously decided that in no way shall there be created for the Association any liability of any kind or character through the medium of the purchasing power we seek to create at this time. All purchases must be billed direct, the liability resting solely with the seller. Of course, this scheme cannot be organized and put into effect in a day or a week; it will take time to formulate plans; it will take time to educate those who are to be benefited.

#### MUST STANDARDIZE REQUIREMENTS

An important detail that will involve considerable effort and work will be, as far as possible, to standardize storage warehousemen's merchandise requirements. With this accomplished the proposition becomes more simple, inasmuch as the orders will come through for the same character of merchandise, simply ordered delivered to different addresses, bids, however, being for bulk. You will surely appreciate the amount of preparatory detail and work involved and will not, I am sure, expect immediate results.

I beg to assure you, however, that the members of your committee are intensely earnest in their endeavors, and I feel fully satisfied that in due time, with your co-operation, they will qualify to your entire satisfaction, which will unquestionably mean dollars in your pockets and a distinct advantage to all concerned.

#### EXAMPLES OF CO-OPERATIVE BUYING

I note in the June issue of *TRANSFER AND STORAGE*, under the heading of "Association News," the following from the Baltimore Furniture Warehousemen's Association:

"Through the secretary of the Association, the members have been able to buy their packing ma-

terials in carload lots, which were divided among the members in quantities desired at a considerable saving."

Possibly from this we may be able to learn something in the way of definite results.

Likewise, in a letter to me from the secretary of the New York State Safe Deposit Association, Henry F. Freund, the item was mentioned concerning the purchase of envelopes in a large quantity to be used by the members of the above association for the safe-keeping of Liberty Bonds for their patrons. He mentioned that the cost had been very materially reduced in that he was able to order for the entire association instead of two or three.

This is the thought and the crux of the entire proposition. The combination of the purchasing power is what we seek to accomplish and which must in the end fully justify the big effort put forward to bring it about. Your committee invites the earnest co-operation of the members of our association.

#### The Horse to His Driver in Summer

The Angell Memorial Animal Hospital in Boston is constantly campaigning to better the treatment of horses. Recently the following bit of "horse talk" was compiled and sent out, with the request that it be brought to the attention of owners and drivers of horses everywhere. If a horse could talk, this is what he would have to say to his driver in summer:

"Water me often when the heat is intense, a little at a time if I am warm; don't water me too soon after I have eaten, and always at night when I have eaten my hay.

"When the sun is hot let me breathe once in a while in the shade of some house or tree. Anything upon my head, to keep off the sun, is bad for me unless it is kept wet, or unless the air can circulate freely underneath it.

"If I stop sweating suddenly, or if I act strangely, breathe short and quick, or if my ears droop, get me into the shade at once, remove harness and bridle, wash out my mouth, sponge me all over, shower my legs, and give me two ounces of aromatic spirits of ammonia, or two ounces of sweet spirits of nitre in a pint of water, or a pint of warm coffee. Cool my head at once, using cold water, or, if necessary, chopped ice wrapped in a cloth.

"A warm night in a narrow stall neither properly cleaned nor bedded unfits me for work.

"Turning the hose on me is too risky a thing to do unless you are looking for a sick horse. Spraying the legs and feet when I am not too warm on a hot day would be agreeable.

"Please sponge out my eyes and nose and dock when I come in tired and dusty at night with clean, cool water, and also sponge me under the collar and saddle of the harness."

# How War Affected Canadian Business

*At the recent Saratoga Springs meeting of the New York Furniture Warehousemen's Association, J. B. Baillargeon, president of the J. B. Baillargeon Express, Ltd., Montreal, Canada, presented the following paper on this most timely subject.*

Americans in business have been the leaders of the world—that any unprejudiced man, no matter what his nationality may be, will readily admit. However, at present the United States is looking to their little neighbor, north of the forty-fifth parallel, for example and advice—and that precisely because Americans justly pride themselves on being business people and they are well aware that Canada has victoriously passed through the crisis which now confronts the United States. The entrance of the American nation in the war against autocracy means that your country is entering into a period of economic upheaval and that readjustment to circumstances will have to follow. We in Canada have had over three years of war. Business has been stabilized for nearly two years now, and I think you may be interested in knowing how those engaged in the cartage and storage business have met the very problems you are about to face.

In order to make this unpretentious talk more concrete, more to the point, I will, with your kind permission, state facts and figures, as we have faced them in the business I am connected with. Mere generalities may offer a better opportunity for oratory, but oratory is not my forte. Facts and figures might seem dry to the average audience, but we are business men and after all business promotion can only be attained by a study of dry statistics.

## ENLISTMENTS CAUSE SCARCITY OF LABOR

Canada's effort in the present war has been grand—it has surprised the world—for the Dominion, with its comparatively small population of eight millionis, has equipped and sent to the front an army of 425,000 men. This means that a large proportion of the male population between the ages of 20 and 40 years has voluntarily taken arms for the cause of civilization. Naturally the disappearance of such a large percentage of middle-aged men affected our business to a considerable extent. The ranks of all our services were greatly depleted and we were compelled to replace the employees that had left our employ by younger and older men who had little or no experience in our line. As recruiting progressed, labor became scarcer, and the old law of supply and demand applying, wages went sky-rocketing—so we were compelled to increase our workmen's pay from 20 to 33 1/3%. To make this point clearer to you, I will state that whilst in 1914 we were paying double team drivers \$12.00, we now have to pay them \$14.00 and \$15.00,

with a few dollars extra to van men. Single-team drivers who were getting from \$8.00 to \$9.00 in 1914 are now getting \$11.00 and \$12.00. Chauffeurs' wages have jumped from \$15.00 to \$17.00 to \$18.00 to \$22.00.

This increase was caused by the sheer necessity. We have no labor organization in Montreal governing our class of men, but with munition factories paying high wages on the one hand and the Canadian Government offering the highest price ever paid to soldiers anywhere throughout the world, all transportation companies were compelled to considerably increase their scales of wages in order to secure the necessary help to adequately cope with the situation. The only necessity to our business, which at the beginning of the war had all indications for heavy increases in cost, and which did not follow the upward movement in price of other requirements, is the horse. Nevertheless the maintenance of what horses can be had costs more than ever before, since hay and oats are now among the articles of export from Canada—due, of course, to the war. For instance, the price of No. 1 hay, which cost \$18.00 per ton in 1914, advanced to \$24.00; No. 2 hay increased from \$16.00 to \$22.00 a ton; and oats which could be purchased readily at from 46c to 50c before the war now cost 75c to 80c per 34 pounds. Packing material increased 50%.

## WAR PRICES COMPEL ADVANCE IN RATES

Motoring costs have also soared considerably. All motor truck necessities cost more than ever before and are increasing in price almost daily. Take gasoline, for instance, it could be procured for 14c a gallon three years ago; 33c was the market price when I left Montreal, an advance of over 100%. Owing to the scarcity of rubber, tires cost 25% more than they did before the war. As may be expected, the increased cost of doing business compelled us to increase proportionately the cost of our services. In 1914 we were charging \$2.00 per hour for a van and two men—we are now getting \$2.50 per hour; a double with two men was formerly charged for at the rate of \$1.50 per hour; we now get \$2.00. Of course the time is counted from the leaving of our yards to the return of the vehicle. The rate for services to commercial houses has also been increased from \$6.00 to \$7.50 a day. Piano removals have also been increased from 50c to \$1.00 per job. Even our trunk and piece transfer service had to be increased 10c per piece up.

You will naturally be interested in knowing how the public took to this change in rates. It may surprise you to learn that we had little or no difficulty in making the public accept our new rates. The public has been educated by experience to expect to pay more today for any commodity than it has ever paid before—and besides, owing to the war, money is earned easier and spent more



freely than ever before, so that even an explanation of higher price seems unnecessary to the average person. One curious development brought by war conditions has been the considerable increase in our storage business. This is due to the fact that many of the men leaving for the front have closed their homes, storing their belongings for reasons of economy as well as the prevention of many worries inherent to housekeeping for those they leave behind, thus leaving them free to attend to the many calls for philanthropic work resulting from the war. Thus it may be seen that even in these tedious war days, conditions adjust themselves and well-conducted businesses soon find their level and are stabilized.

### Toronto Has Open-Air Horse Parade

Strutting along with an air of dignity befitting a king, immaculate in appearance, the horse, that proud and noble animal which is also doing "his bit" in Flanders, recently paraded before thousands of citizens of Toronto who lined the streets and surrounded the reviewing stand opposite Sir John A. Macdonald's monument in Queen's Park. It was the fifteenth annual open-air horse parade and show. Like the fourteen others which preceded, it was a pronounced success, notwithstanding the absence in the trenches of so many drivers who in former years participated. With ideal weather the event was carried out without a hitch, while the spectators were furnished with a remarkable exhibition of the high standard of work horses to be found in every part of the city.

Generally the entire display gave the impression that the breed of horse flesh for heavy work had improved considerably since the formation of the association. Banners bearing the words, "Be kind to animals," were displayed everywhere. The appearance of the horses, from the smallest to the largest, fully indicated that the day of rough treatment has passed. Every driver appeared to be proud of his equine, one of the objects for which the association was formed some years ago. Much good has been accomplished in that direction. For one hour the tramp, tramp, tramp of the hoofs sounded along the asphalt past the reviewing stand, at which each driver with a commercial outfit, delivery rig or dray was presented with a brand new one dollar bill. Owing to war conditions, the association this year did not ask for the usual civic appropriations.

While not so great in numbers, the entries being slightly lower than last year on account of the heavy drafts of horses for war purposes, it was a wonderful assemblage of horses. Noel Marshall, John J. Dixon, H. J. P. Good and N. M. Robinson, the founders of the association, all of whom have never missed a parade, vowed that the show was the greatest that Toronto has ever witnessed. And the spirit of all who took part was as splendid as the numerical strength. It was a great day for the horse. Judging from what one heard on every side, the argu-

ment, "Oh, well, most people have no interest in the work horses," seemed to lose force. Those standing in line forming the great lane through which the proud horses, bedecked with miniature flags, passed, seemed to care very much about the care that horses require.

While the horses romped past the reviewing stand ten airplanes from Long Branch fluttered high in the air over the Queen's Park to the great delight of ten thousand people who looked skyward, while several hundred returned soldiers, who were guests of the association, sat beside the reviewing stand. Special cars were provided by General Manager R. J. Fleming, of the Toronto Railway Co., to convey the returned soldiers to and from the various convalescent hospitals. One of the delightful features in connection with the appearance of the soldiers was the fact that the association this year, with the enthusiastic approval of the exhibitors, dispensed with the custom of providing medals in a number of classes and utilized the money for smokes and other comforts, presented to the soldiers when they arrived at the park.

To add interest to the show, ribbons were awarded to five entries in each class, with an additional \$2, which was paid to each of twenty drivers appearing in the best uniforms, as daily used in different trades. The number of entries in this competition was exceptionally large. As usual, the pony classes afforded much pleasure for the children, the number of entries being almost double that of last year. Much interest was manifested in the three-horse outfits, shown by Firstbrook Bros. and the Swift Canadian Co. Featured in the parade were three horses, each thirty years old and still doing duty. These horses, were shown by the Methodist Book Room, the Swiss Laundry Co. and the Acme Dairy.

### Annual Meeting of A. W. A. in Detroit

The board of directors of the American Warehousemen's Association has chosen Detroit as the city for the 1917 meeting. Boston, Washington and Baltimore were some of the cities that were seriously considered, but Detroit, because of its geographical location, seemed to be most popular. For several years the central and western members have had to travel to the extreme eastern cities for the annual meeting. An interesting meeting is already being planned. According to the A. W. A. *Bulletin*, it "will be one of the most important in the history of the association in that one of the matters to be passed on is a revision of the by-laws of the association for the purpose of affording the different sections full opportunity to carry out more fully the lines of work of particular importance to them than has heretofore been possible under the present organization, and every member ought to let nothing prevent attendance and full consideration of these matters, upon which will, in a large measure, depend the future success and usefulness of the organization to its members." The meeting will be held early in December, the exact date to be announced later.



# Letters From Readers

## Tariff for Inter-State Transfer

Editor, *TRANSFER AND STORAGE*:—We are negotiating with another transfer company and an interurban express company, the latter operating over a local electric railway, to join in the preparation of a joint tariff, to cover the transfer of all kinds of articles between New Albany, Indiana, and Louisville, Kentucky. It is proposed to file this tariff with the Interstate Commerce Commission and to comply with all requirements of this Commission.

Please advise us at your earliest convenience if transfer companies operating inter-state should comply with the requirements of the Commission; if the filing of such a tariff would in any way be in violation of the anti-trust or anti-combination or similar laws. Your early and detailed reply, or court citations will be greatly appreciated and will materially assist us in this important matter.—HAMMERSMITH TRANSFER CO., INC., New Albany, Ind.

Reply:—The correct answer to the questions which you asked in your letter are given in the Interstate Commerce Commission's conference rulings. Ruling No. 441 we are printing below. From this you will see that it is not necessary for you to file a schedule of rates with the Interstate Commerce Commission, but there is no reason given why you cannot decide upon a tariff that would help you maintain specific rates for your service. We call your particular attention to paragraph "c" in the ruling below:

### CONFERENCE RULINGS

#### No. 411. TARIFFS COVERING ABSORPTION OF DRAYAGE

**CHARGES:**—The absorption of drayage charges being under consideration, the Commission holds:

(a) Where there is an additional transfer or drayage charge in connection with a through shipment, the carriers' tariff must specify what that charge shall be.

(b) If such drayage or transfer charge is absorbed, in whole or in part, by a carrier, the tariffs must show the amount of such transfer charge that will be absorbed.

(c) A drayage firm is not a proper party to a joint tariff, nor is it a carrier under the provisions of our act; therefore, no tariffs can properly be filed by it.

(d) There is no provision in the law which requires, and the Commission has no authority to require, a carrier to confine such drayage to one drayman or one firm of draymen.

(e) The responsibility in case of loss and damage while a shipment is in charge of a truckman to whom it

has been committed by the carrier, is a question for the carrier to resolve, and is not for our determination.

## Unfair Transfer Licenses

Editor, *TRANSFER AND STORAGE*:—In the month of June we delivered a load of household goods to Alhambra, Cal., and had a job of bringing a load from Alhambra to Los Angeles. We were all loaded ready to pull away from the curb, when the license collector came and compelled us to unload everything or pay the sum of forty dollars for a six months' license fee.

We did not know that Alhambra had a transfer license, as we do not go there very often. We inquired at the City Hall and of the chief of police, and found that the Alhambra company does business at Alhambra and Los Angeles every day and does not have a license. Therefore it does not look like a fair ordinance to put a license on one company and not another. I also was told that if we would rent an office and put our sign up in Alhambra, that we would not have to pay a license. Please let us know, if possible, what can be done in a case like this.—REDDING AUTO TRANSFER CO., Los Angeles, Cal.

Reply:—We wish that we could give you some information that would help you out of the difficulties expressed. We do not see, however, that there is any thing you can do if the city authorities of Alhambra decide to enforce that ordinance, other than to comply with their regulations. It seems to us to be an unjust ruling, but is entirely constitutional, so far as we know, and could only be repealed by securing the co-operation of the Alhambra transfer and cartage companies, as well as the Alhambra public.

It surely is not fair to force one out-of-town transfer company to pay a license and to permit others to operate without license. Possibly some of our readers will be able to enlighten you regarding their experiences in the handling of similar ordinances.

## Cartage License as a Protection

Editor, *TRANSFER AND STORAGE*:—We wish you would kindly advise us what the different cities throughout the country assess for license fees covering the transfer and storage business. We wish to take this matter up with our local council and would like the basis high enough to afford us protection in this business, as we find hard competition in view of the fact that any one who owns a team does work in this place, and we do not care to

meet their prices for the reason that they are in almost every case entirely too low.—NORTHERN TRANSFER AND STORAGE Co., Havre, Montana.

Reply:—The public cart licenses in the various cities run from \$2.00 to \$10.00 per year, and in no case that we know of are they high enough to afford protection because almost any team owner can afford to pay such a license. If you desire to weed out the irresponsible cartage companies in your city, we would suggest what we believe to be a better plan and that is to have passed through your local council an ordinance compelling every public cartman to put up a bond of five to ten thousand dollars. Such bonds would cost from \$25.00 to \$50.00 per year, and while the initial cost would not weed out all the irresponsible companies, there would be some who would fail to meet the obligations covered by the bond and would find it hard in later years to have these bonds renewed.

TRANSFER AND STORAGE does not favor such methods but believes firmly in a strong association that includes all of the transfer and cartage companies and a plan of education that would bring everybody in the business up to a higher standard of conducting business. This is slow work and results are not quickly apparent but a lasting good feeling is produced that places the entire industry on a higher standard.

### A Question of Liability

Editor, TRANSFER AND STORAGE:—We want a little information pertaining to our business. Recently M. M. Currier, who has been running the Citizens Dray Line here, sold out to Ray & Jackson. They wanted to discontinue the storage business and made us a proposition to sell if we would advance \$200.00 to them, securing same with back storage on the household goods on which about \$300.00 had accrued. We accepted their proposition and moved about thirty dray loads of household goods to our warehouse from their place. We removed the household goods without the owners' permission but have notified them by mail at their last known address that we now have their storage in our warehouse. We also paid drayage on the household goods from the Citizens Dray Line warehouse to our warehouse at the rate of \$1.50 per load. We want to know the following facts: (1) In taking over this business, have we made ourselves liable in any way to the depositors? (2) Can we collect inbound drayage that we paid on the household goods from the depositors? We have assessed drayage against each party at the rate of \$1.50 per load and contend that it is due us because Currier left his business and did not make any arrangements with us or any one else to take it over and properly care for the storage; that if they are dissatisfied, their recourse is on Currier and that they had no guarantee from him that he was to stay in business. We trust that we have made ourselves clear and that we

may hear from you fully.—RAMEY BROKERAGE AND STORAGE Co., Brownwood, Texas.

Reply:—We believe that you are liable for anything that might happen to the goods which you moved from the warehouse of the Citizens Dray Line to your property, because you assumed the responsibility by not first getting an order from the owners of the goods for this removal.

We also believe that if the owners object to the \$1.50 drayage for moving from the old warehouse to your warehouse, you have no grounds for pressing collection for this service. Without doubt, all of the depositors will be glad of the change, considering the circumstances, and will very likely make no objection either to the removal of their goods or to the drayage charge. We should advise, however, for your own protection, that you secure a removal order from the depositors or get an early acceptance by a new warehouse receipt issued by you.

### Ruling of State Commission—Reasonable Time

Under a ruling of the State Commission of Washington, at Olympia, Wash., it was held a railroad was compelled to pay demurrage if a car was not furnished for specific loading within a reasonable length of time. Will you please advise if this ruling would hold good in any State, or whether this would simply hold legal in the State where the decision was made? We should also like to know what is meant by a "reasonable length of time" in this case?

Reply:—The ruling of the State Commission of Washington is applicable only to that State. It has no force at all beyond the limits of the State in which it was issued. A "reasonable length of time" is a rather vague and elastic term. It means, in any case, such length of time as may be found by the proper authorities to have been reasonable in that particular case.

### Transfer Company Responsible for Loss

One hundred and thirty-three sacks of potatoes, whose value has risen since the first of the year from \$3.80 to \$6 a sack, formed the center of a suit decided to day in Judge Barber's court.

Jew Joe, Chinese farmer of Van Nuys, Cal., who brought the action, was awarded \$450 judgment. He sued the Merchants' Truck and Transfer Company, of Los Angeles, alleging that he gave the defendants 1,943 sacks of potatoes at Van Nuys to be delivered to the Santa Fé warehouse here last December. Only 1,810 of the sacks reached their destination, he alleged.

Judge Barber ruled that though the defendants might not have known of the disappearance of the potatoes, as they allege, nevertheless they were responsible for the loss.

# British Horses (Rationing) Order

The Horses (Rationing) Order, 1917, dated May 11, 1917, made by the Food Controller under Regulation 2F of the Defence of the Realm Regulations.

In exercise of the powers conferred upon him by Regulation 2F of the Defence of the Realm Regulations, and of all other powers enabling him in that behalf, the Food Controller hereby orders as follows:

1. Except under the authority of the Food Controller no persons shall feed or permit to be fed any horse with cereal foodstuffs in contravention of this order.

2. This order shall not apply to horses falling within the classes mentioned in the first schedule.

3.—(a) Horses falling within the classes mentioned in the second and third schedules may not on any day be fed with more than the quantity of cereal foodstuffs prescribed for such horses.

(b) The quantity of oats which may be fed on any one day is prescribed in the schedules, but maize, beans or peas may be used, and if so used they shall be deemed to be the equivalent of oats in the following proportions:

7 lbs. Maize == 10 lbs. oats.  
9 lbs. Beans == 10 lbs. oats.  
9 lbs. Peas == 10 lbs. oats.

No other cereal foodstuffs may be used, except as specified in Clause 5 of this order.

4. Horses falling within the classes mentioned in the fourth schedule may not be fed with any cereal foodstuffs except as specified in Clause 5 of this order.

5. No restriction is placed by this order on the use of hay, straw, bran or dried brewer's grains for the feeding of any horse.

6. The person or persons in possession of any horse falling within the classes mentioned on the second and third schedules shall keep records of the oats, maize, beans and peas used for feeding such horse and such records shall at all reasonable times be open to the inspection of an officer of police or any other person authorized by the Food Controller.

7. For the purpose of this order:

"Horse" shall include mare, gelding, colt, filly, pony and mule.

"Thoroughbred horse" shall mean a horse whose sire and dam are entered in the General Stud Book.

"Cereal foodstuffs" shall include all grains and beans and products thereof.

8. If any person acts in contravention of this order or aids or abets any other person in doing anything in contravention of this order, that person is guilty of a summary offence against the Defence of the Realm Regulations, and, if such person is a company, every director and officer of the company is also guilty of a summary offence against those regulations unless he proves that

the contravention took place without his knowledge or consent.

9.—(a) This order may be cited as the Horses (Rationing) Order, 1917.

(b) This order shall come into force on May 21, 1917.  
*Devonport, Food Controller.*

May 11, 1917.

The Local Government Board, by arrangement with the Food Controller, hereby determine that the provisions of the local authorities (Food Control) Order (No. 1, 1917, shall apply to the above order of the Food Controller as if that order were mentioned in Column 1 and the whole of that order were mentioned in Column 2 of the schedule to the local authorities (Food Control) Order (No. 1), 1917.

Dated this 12th day of May, 1917.

F. J. WILLIS, Assistant Secretary.

Acting on behalf of the Local Government Board under the authority of their General Order dated the 26th day of May, 1877.

## Schedule I

(Horses excluded from the operation of this order)

1. Horses in the possession of the Army Council or the Admiralty, or exclusively used for the purposes of the Army Council or the Admiralty.

2. Horses maintained and used exclusively for agricultural purposes.

3. Stallions used exclusively for stud purposes.

4. Thoroughbred brood mares.

5. All other brood mares in foal or with foal at foot.

## Schedule II

(Horses other than thoroughbreds to receive rations)

Class of horse	Maximum daily ration in oats	
	When in hard and continual work.	When not in hard and continual work.
Horses solely or mainly used for trade or business purposes. (See note 1 below):		
(a) Heavy dray or cart horses .....	16 lbs.	12 lbs.
(b) Trotting vanners....	14 "	10 "
(c) Light horses and cobs	11 "	8 "
(d) Ponies 14 hands and under .....	7 "	5 "
(See note 2 below.)		

NOTE.—(1) The hiring out of horses is not for the purpose of this Order a trade or business purpose.

(2) Pit ponies may be given 2 lbs. extra per day.



*Schedule III*

(Thoroughbred horses to receive partial ration)

Class of horse	Maximum daily ration in oats
Thoroughbred horses:—	
(a) Weaned foals .....	6 lbs.
(b) Yearlings—	
1st Jan. to 31st May .....	6 "
1st June to 31st Aug. ....	6 "
1st Sept. to 31st Dec. ....	6 "
(c) 2 and 3 year old fillies—	
1st Jan. to 30th April .....	7 "
1st May to 31st Oct. ....	3 "
1st Nov. to 31st Dec. ....	7 "
(d) Entire thoroughbreds 2 years old and upwards not used for stud purposes. ....	7 "

NOTE.—Age of a horse is to be reckoned as beginning on the 1st Jan. of the year in which the horse was foaled.

*Schedule IV*

(Horses not to receive any cereal foodstuffs)

(1) Racehorses and thoroughbreds, other than those specified in Schedule 1 and 3.

(2) Carriage horses, hacks, hunters, polo ponies, including all horses let out on hire for these purposes.

(3) Horses mainly used for other than business or trade purposes, including all horses let out on hire for other than these purposes.

(4) Horses not falling within any of the classes mentioned in the other schedules to this order.

*Horses (Rationing) Order, 1917*

The following is a circular issued by the Committee on the Utilization and Feeding of Horses:—

I am directed by my committee to call the special attention of all users of horses for trade or business purposes to the terms of the above order, recently issued by the Ministry of Food, which has been rendered necessary by the serious shortage in the supply of oats and other cereals.

I am further to invite consideration for the following observations, which my committee think may be serviceable in many cases, and particularly where in consequence of the calling up of men for military service it has been found necessary to place horses in the charge of relatively inexperienced men.

**RATIONING.**—The rations specified in Schedule 2 of the order represent the maximum quantities of grain food considered to be necessary to keep the various classes of horses mentioned in proper condition having regard to the work to be performed, but it does not follow that these maximum quantities need be given in all cases. It is recognized that the high price of oats and other cereals that has ruled for some time past has

doubtless led many owners of horses to reduce their consumption of grain, but it is essential that further steps should be taken in this direction. Every care should be taken that the persons whose duty it is to feed horses are kept constantly impressed with the necessity of exercising the utmost economy in grain. This should apply not only to those who arrange and supervise the feeding, but also to those who actually convey the food to the horses. Every horse-owner should also see on his own account that his horses are fed strictly in accordance with the amount of work they are called upon to perform. Horses when engaged on slow and easy work require less grain than when trotting, and care should be taken to reduce the grain ration on Sundays and other rest days. There are probably numerous instances in which grain can be economized by the substitution of other foods, such as dried brewers' and distillers' grains, where these are obtainable, and it is exceedingly desirable that wherever possible the consumption of oats, maize, beans and peas should be saved in this way. Bran should be used sparingly, as it possesses a greater feeding value for cattle than for horses.

**NOSE BAGS.**—Nose-bag feeding is always wasteful, and should only be permitted when absolutely necessary. It is often the practice to give a horse its nose bag very soon after it leaves the stable in the morning, and soon after its morning meal if it happens to have a standing time when its cart is being loaded or unloaded. In such cases the horse, not being hungry, does not eat the food, but plays with and wastes it. Carters should have definite instructions on this point. Care should be taken that on Saturdays and other days when horses are not out of the stable for the usual number of hours the nose-bag allowance is proportionately reduced.

**MANGERS.**—Food is frequently wasted through the mangers being imperfect. For horses of 16 hands the mangers should be about 4 ft. from the ground and should be at least from 12 to 14 in. deep. They should have transverse bars across them to prevent the horses throwing out the food.

Damping the food helps to prevent waste, as horses do not so easily blow it out of the manger while eating. Food should not be put into the mangers to a greater depth than about three-fourths, as otherwise some of it will certainly be thrown out. Frequent feeding is much more economical than one or two large meals given at long intervals.

**WATERING.**—Horses should be given water as often as possible in the 24 hours. A plentiful supply of water frequently given aids the digestion of dry foods and enables the horse to get the full nutriment out of it.

H. D. HENDERSON, Secretary.  
—From *World's Carriers*.

**Meaning of "Primage"**

St. Louis, Mo., Aug. 9, 1917.—What is the meaning of "primage," referring to freight? C. H. F.

Reply—As formerly employed, the word "primage" indicated a small gratuity or payment made by shippers to the captain of the vessel to insure his particular and special care of the goods. As used at present, the word means, usually, a small addition or percentage for the use of cables, ropes, etc., in unloading, which is added to the freight and belongs to the owner.

### Liability of a Carrier

Atlanta, Ga., Aug. 8, 1917.—Please advise us if the railroads are legally responsible for goods damaged in transit, at the invoice cost or at the price it would cost to replace the goods. For instance, if goods should be purchased at \$1, were in transit 30 days, and part of them were destroyed and damaged in transit and it should cost \$2 to replace them, would the carriers have to pay the invoice price of \$1 or what it would cost to replace the same on the basis of \$2?

L. W.

Reply—The bill of lading under which these goods were shipped probably contained this stipulation: "The amount of any loss or damage for which any carrier is liable shall be computed on the basis of the value of the property at the place and time of shipment under this bill of lading, including the freight charges, if paid." This is the measure of damages unless the carrier was guilty of fraud or of extreme and inexcusable negligence in the handling of the goods.

### Employers Association of Oregon Opposes Organization to Regulate Prices

Reports from Oregon recently show that many industries in that section of the country have been seriously affected by labor troubles for some time past. The express drivers in Seattle have been on strike for several weeks, but this strike has not spread to the teaming and transfer interests there nor has it affected the warehousemen. This is due probably to the agreement that exists between the Seattle Team Owners' Association and the Teamsters' Union, which regulates wages and conditions for a period of years. According to reports, an organization with an agreement somewhat similar has been formed with some degree of success in Portland. In connection with this situation a letter written by Thomas McCusker, secretary of the Employers' Association of Oregon, and published in the *Portland (Oregon) Spectator*, is very interesting. Mr. McCusker's letter follows:

"Through a source which I deem reliable, I am informed that there is a man here who is endeavoring to organize groups of business firms engaged in the same line of business into associations similar to the Draymen's Association recently organized with the co-operation of the Teamsters' Union. After organization is complete, they make a combine with the union with the assurance that such combination will enable the association to maintain prices, which, in other words, means to boost prices.

"Should anyone attempt to cut or reduce prices, with the help of the union the combination would punish him by finding an excuse for a strike, or would take his men from him so that he could not do business.

"It is unnecessary to call your attention to the fact that such a combine is conspiracy and in restraint of trade; therefore, unlawful. It should not be necessary to point out that while they may evade the law against treason, nevertheless, in the eyes of the public, any set of men, be they capitalists or wage-earners, who would take advantage of war conditions to form combinations to advance the cost of living, thereby reducing our ability to assist the government in its endeavor to co-operate with our allies in the present world-war, are and should be properly branded as guilty of constructive treason.

"If it were worth while, we might express surprise that the unions that claim to champion the down-trodden would join in combine to advance the high cost of living to the already overburdened wage-earner, but in Seattle, the Draymen's Association has such a combiné, and in Portland there is a partial combine; but a number of dray firms refuse to join the unholy combination. If any business man thinks for a moment that he will be benefited by a combination of this sort, he will wake up to find that he is playing with fire, as the unions are using him to strengthen themselves, and once firmly entrenched, they will use their power to force him to concede any demands they may ask.

"This association desires to go on record as absolutely opposing such a combine, and whether those who join are fellow members or not (we hope not), we will assist the authorities in prosecuting them, as with the crisis now facing this country, it is no time to take advantage of conditions to oppress the poor.

"Public opinion will certainly resent any attempt of either unions or business firms that seek to advance their own selfish ends at the expense of others during a time like the present.

#### TRANSFER and STORAGE is Official Publication for: THE NATIONAL TEAM & MOTOR TRUCK OWNERS' ASSOCIATION

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# News From Everywhere Briefly Told

## ATLANTA, GA.

### Cathcart Transfer & Storage Co.

Moves, Stores, Packs, Ships  
Household Goods Exclusively

Office and Warehouse  
6-8 Madison Ave.

## BOISE, IDAHO

### Peasley Transfer & Storage Co.

STORAGE, TRANSFER AND  
FORWARDING

9th and Grove Sts., Boise, Idaho

## BROWNWOOD, TEXAS

### Ramey Brokerage & Storage Co. BROKERS AND WAREHOUSEMEN

Warehouse on St. L. & S. F. tracks  
General Merchandise Storage and Forwarding.  
A Branch House without the expense  
Correspondence solicited.

## BUFFALO, N. Y.

### Buffalo Storage & Carting Co.

STORAGE, TRANSFER  
AND FORWARDING

Warehouse on New York Central Tracks

### O. J. Glenn & Son

Everything in the Line of Moving,  
Carting, Packing, Storage

Office, 47 W. Swan Street  
Buffalo, N. Y.

### Niagara Carting Company

223 Chamber of Commerce

### GENERAL CARTAGE & STORAGE

Transferring Car Loads a Specialty

## CANTON, O.

### Cummins Storage Company

310 East Ninth Street

STORAGE, DRAYING, PACKING AND  
FREIGHT HANDLING A SPECIALTY

Unsurpassed Facilities for Handling Pool Cars

## CHICAGO, ILL.

### Bekins Household Shipping Co.

Reduced Rates on

Household Goods, Automobiles and  
Machinery

General Offices, 805 Bedford Bldg., Chicago  
New York, Boston, Buffalo, Cincinnati

Monarch Transfer & Storage Co., of Kansas City, Mo., are erecting a five-story re-enforced concrete fireproof building, 115 by 55 feet, at Thirty-first street and Michigan avenue, located in one of the finest residence districts and readily accessible to all parts of the city. This company has had a remarkable growth since its establishment three years ago. The officers are D. P. Bray, president and general manager, and Anthony V. Cresto, secretary.

Hubbell Coal & Storage Co., of Saugatuck and Westport, Conn., are building a new warehouse, 150 by 50 feet, of hollow tile construction with concrete floors, two stories, equipped with sprinkler system and elevator. The warehouse will have a spur track on the N. Y. N. H. & H. R. R. This company has been operating in the past as the E. W. Hubbell Co.

Security Storage Co., of Washington, D. C., has been using large newspaper space this summer to warn prospective patrons of the probable serious railroad congestion this fall, and urging those who expect to ship their goods to or from Washington to make their arrangements with them at once to avoid possible disappointment.

Leonard Warehouses, Inc., of Detroit, are building a new warehouse on the corner of Tuxedo and Woodward avenues. Both the engineering and construction work is being handled by C. H. Moores and S. H. Dunford. The building will be 60 by 120 feet, five stories and basement, with marble trimmed office, piano room with mezzanine floor, silver vault, trunk room and rug vault. The exterior will be of red pressed brick and cut stone.

Motor Truck Club of America held its annual outing and ladies' day on Sunday, August 12, at Karatsonyi's Hotel, Glenwood Landing, Long Island.

The Lincoln Storage Co., of Dayton Ohio, has been purchased from Howard Latimer, of the Lincoln Fireproof Storage Co., of Cleveland, by Arthur B. Compton and Edward Wuichet. The officers of the new company are Edward Wuichet, president and treasurer; Arthur B. Compton, vice-president and general manager, and D. M. Eley, secretary. This is the property owned originally by the Bimm Storage Co. The new firm will specialize in the storage of household goods and new automobiles.

The Keystone Warehouse Co., of Buffalo, has bought a plot bounded by Swan, Hamburg and Jefferson streets and Myrtle avenue, and intends to build an eight-story warehouse. The company has asked the council to grant permission to the Pennsylvania railroad to lay spur tracks to this new site before building.

Brokers Office & Warehouse Co., of Kansas City, has leased the six-story building at 1219 W. Tenth street, containing 30,000 square feet of floor space. It will be used for storage in carload lots in connection with the company's present business.

## CHICAGO, ILL.

### JUDSON

Freight Forwarding Co.

Reduced Freight Rates on Household Goods and Automobiles to and from the West

Offices:  
CHICAGO, 443 Marquette Building  
BOSTON, 640 Old South Building  
NEW YORK, 324 Whitehall Building  
PITTSBURGH, 435 Oliver Building  
ST. LOUIS, 1501 Wright Building  
SAN FRANCISCO, 855 Monadnock Bldg.  
LOS ANGELES, 518 Central Bldg.

## CLARKSBURG, WEST VA.

### Central Storage Company

STORAGE, PACKING, SHIPPING

Special facilities for distributing car lots  
Mdse. to Central part of West Virginia

## CINCINNATI, OHIO

### "STACEY FIRST"

for

STORAGE, HAULING,  
PACKING, SHIPPING

Fireproof and Non-Fireproof  
Buildings

Service Guaranteed  
Correspondence Solicited

### The Wm. Stacey Storage Co.

2333-39 Gilbert Ave. Cincinnati, Ohio

## CLEVELAND, OHIO

### THE LINCOLN FIRE- PROOF STORAGE CO.

5700 EUCLID AVENUE

5 MODERN WAREHOUSES  
15 AUTOMOBILE MOVING VANS

Service and Satisfaction Guaranteed  
Cleveland, Ohio

### "The NEAL"

7208-16 Euclid Avenue, Cleveland, O.

Modern Fireproof Buildings  
Service Complete

Carload Consignments Solicited



**DAVENPORT, IOWA****EWERT & RICHTER EXPRESS  
& STORAGE CO.**

*Fireproof Storage Warehouses on Track*  
Storage, Distributing, Hauling  
Pool Cars, Auto Storage  
Handle Merchandise & Household Goods  
Best Service, Correspondence Solicited

**DAYTON, OHIO****The Lincoln Storage Co.**  
313-315 E. FIRST ST.

Packing—Storage—Moving  
Private R. R. Siding into Building  
Dayton, Ohio

**DENVER, COL.****THE WEICKER  
TRANSFER AND STORAGE CO.**

Office, 1017 Seventeenth Street  
New Fireproof Warehouse on Track  
1447 to 51 Wynkoop Street  
Storage of Merchandise and Household Goods  
Distribution of Car Lots a Specialty

**DES MOINES, IOWA****Merchants Transfer & Storage  
Company**

WAREHOUSEMEN AND FORWARDERS  
General Offices - - - 9th and Mulberry Sts.

**EL PASO, TEX.****WESTERN TRANSFER  
& STORAGE COMPANY**

220-26 S. STANTON ST.  
Forwarders and Distributors—Trucking of all  
kinds—Distribution Cars a specialty.  
Warehouse on Track  
ONLY FIREPROOF STORAGE IN EL PASO

**ERIE, PA.****The Erie Storage & Carting  
Company**

Packers of Pianos and Household Goods, Storage,  
Carting and Parcel Delivery  
Warehouse Siding, switching to all lines

**FORT WAYNE, IND.****Brown Trucking Company**  
MOVING, CARTING, STORAGE  
AND DISTRIBUTING

125 West Columbia Street

Neal Fireproof Storage Co., of Cleveland, are getting ready for another building either in the rear of their present warehouses on Euclid avenue or on the West Side of the city, according to the *Cleveland News*. In order to handle their growing volume of business they have also found it necessary to add two more electric vans.

Whitney Elevator & Warehouse Co., of Rochester, N. Y., was destroyed July 22 by one of the most disastrous fires that city has had during ten years. Over 100,000 bushels of wheat were stored, and the loss is estimated at \$700,000. Incendiarism was suspected, although two watchmen have been on duty nightly since the war began. A considerable quantity of sugar, molasses, spices and other foodstuffs was destroyed also.

Terminal Transfer & Storage Co., of Mobile, Ala., filed a voluntary petition in bankruptcy July 11. The liabilities are scheduled at \$16,435.67, and the assets are listed at \$11,873.54.

Cornelius Beard, vice-president of the R. S. Brine Transportation Co., of Boston, was held up by 135 teamsters at the point of a revolver, and presented with a purse of gold and the revolver also. The holdup and handout were a novel farewell tendered by the teamsters to their employer, who is about to take up military duties as a lieutenant of the First Massachusetts Engineer Corps.

Magnolia Compress & Warehouse Co., of Mobile, Ala., elected the following officers and directors at their annual meeting July 12: W. D. Nesbitt, of Birmingham, president and general manager; Albert P. Bush, vice-president; H. K. Milner, Mobile, secretary and treasurer; J. T. Schley, Alfred T. Staples, Henry Hall Clarke and E. C. Meredith, directors.

Douglas Transfer and Storage Co., Pittsburgh, lost heavily in a fire which destroyed their three-story frame storage house and stable, nine motor trucks, five pleasure cars, and a quantity of hay, feed and automobile supplies. The fire started on the first floor of the stable, when, it is said, a lantern carried by Harvey Douglas exploded. The loss represents about \$75,000.

Charleston Transfer Co., of Charleston, S. C., recently bankrupt, has been reorganized under the same name and purchased the livery business of John McAlister. The new officers are: Tristram T. Hyde, president; J. A. Storfer, vice-president, and J. Alwyn Ball, secretary and treasurer.

Nicholl Terminal Docks, Richmond, Va., announce that work will begin about August 15 on the first unit of three terminals to cost \$6,000,000. Total cost of the proposed five terminals will be \$22,000,000 to be spread over a period of twenty-one years.

Bekins Van & Storage Company's garage in Los Angeles was destroyed by fire July 31. Fourteen motor moving vans and touring cars were burned. Insurance amounting to about one-fourth their value was carried by the firm. There was no insurance on the building. None of the big warehouses of the company were damaged by the flames it is reported.

**HARTFORD, CONN.****The Bill Brothers Company**  
TRANSFER AND STORAGE

Special Facilities for Moving Machinery, Safes,  
Furniture, Pianos, etc. STORAGE WARE-  
HOUSES with separate apartments for House-  
hold Goods and Railroad Siding for Carload  
Shipments

**The ROGER SHERMAN  
TRANSFER CO.**

LOCAL AND LONG DISTANCE  
MOVING

PACKING STORAGE

**HELENA, MONT.****Benson, Carpenter & Co.**

RECEIVERS & FORWARDERS  
Freight Transfer and Storage Warehouse

HANDLING "POOL" CARS A SPECIALTY  
Trackage Facilities

**HOUSTON, TEX.****WESTHEIMER  
WAREHOUSE COMPANY**

STORAGE & DISTRIBUTING

Fireproof Warehouses. Separate Locked Rooms

**LEOMINSTER, MASS.****W. K. MORSE**

LIGHT AND HEAVY TRUCKING  
OF ALL KINDS

Office and Stables, rear 83 Mechanic Street  
Residence, 147 Whitney Street

**MANSFIELD, O.****COTTER  
TRANSFER & STORAGE  
Company**  
GENERAL HAULING & STORAGE**MINNEAPOLIS, MINN.****Cameron  
Transfer & Storage Company**

420 Second Ave. So.  
Unsurpassed facilities for Storing, Handling,  
Transferring and Forwarding Merchandise  
and Household Goods  
Fireproof Storage

**MONTREAL, CANADA****Meldrum Brothers, Limited**

Cartage Contractors  
Established 1857

Office, 32 Wellington Street

Unexcelled facilities for the teaming of car-  
load steamship importations and heavy merchan-  
dise.

**NEW LONDON, CONN.****B. B. Gardner Storage Co., Inc.**

18 BLACKHALL STREET

**PIANO AND FURNITURE  
PACKER, MOVER & SHIPPER**Safe Mover—Freight and Baggage Transfer.  
STORAGE**NEW YORK CITY****Julius Kindermann & Sons****FIREPROOF STORAGE WAREHOUSES**Storage for Household Effects,  
Automobiles, Etc.

1360-62 Webster Ave., near 170th Street

**The Meade Transfer Company****General Freight Forwarders**

Transfer Agents of the

Pennsylvania R. R. and Long Island R. R.

Main Office, P. R. R. Pier 1 N. R.

**NIAGARA FALLS, N. Y.****WILLIAM YOUNG****TRANSFER AND STORAGE OF  
HOUSEHOLD GOODS***Machinery and Safe Moving a Specialty***"Unexcelled SERVICE"****OIL CITY, PA.****Carnahan Transfer and Storage Co.**

R. C. LAY, Proprietor

**Piano Moving a Specialty**Distributing and Forwarding Agents. Packing  
and Fireproof Warehouse**PARKERSBURG, W. VA.****Parkersburg Transfer &  
Storage Co.**

101-113 ANN STREET

Distributing and Forwarding Agents  
Track in Building**PITTSBURGH, PA.****HOEVELER  
Warehouse Company**

Movers and Storers

4073-4075 Liberty Ave.

Pittsburgh, Pa.

Edison Storage Battery Co., Orange, N. J., has issued a new catalogue under the title of "Edison Storage Batteries for Industrial Transportation." The booklet is profusely illustrated with typical installations of electric industrial trucks of various types at work on freight platforms and in warehouses. It will prove interesting to those who are now using, or who contemplate using, industrial trucks.

Louisville Public Warehouse Co., Louisville, Ky., has taken a permit for alterations and an addition to the plant at Brooke and Main streets. The addition will be five stories in height.

Seaboard Wharf & Warehouse Co., Inc., Portsmouth, Va., has leased to the Federal Government all of their warehouses and piers at Portsmouth, for the use of the navy department.

Moreton Truck & Storage Co., Toledo, Ohio, is having plans drawn for a warehouse to be erected at 23 Huron street to replace the building destroyed by fire several months ago. The new structure will be of concrete, four stories high and will cost approximately \$50,000.

Baltimore & Ohio Railroad Co. has purchased the properties of the United Storage Co., River avenue and Sandusky streets, N. S., Pittsburgh, Pa., for a consideration reported to be \$200,000. The dimensions are approximately 225 by 125 feet.

U. O. Bryan, of Bryan Transfer & Storage Co., Wichita, Kans., could almost use his name for an advertising slogan.

Joseph F. Blackham, of Blackham's Flushing Storage Warehouse, Flushing, N. Y., is having an addition to the building put up.

Sage Transfer & Storage Co., Pueblo, Colo., granted its employees a 10 per cent increase in wages on May 12.

Santa Barbara Transfer Co., Santa Barbara, Cal., has been remodeling its storage space on De La Guerra street.

Royce Taxicab Co. has purchased the stock and business of the Oregon Taxicab Co., of Portland, Ore. The storage and transfer business, conducted under the name of the Baggage & Omnibus Transfer Co. will be continued under the management of W. H. Warrens. Mr. Warrens said that the baggage and storage business has grown to such proportions that it was deemed wise to abandon the taxicab business.

**WORCESTER, MASS.****METROPOLITAN STORAGE COMPANY**Storage for Household Goods  
and Merchandise

Carload Consignments Solicited

**PITTSBURGH, PA.****Weber Express & Storage Co.**

4620 Henry Street

Moving, Packing and Storing  
of Furniture and Pianos**GENERAL  
HAULING****MURDOCH****Storage & Transfer Co.**

Successor to

W. A. Hoeveler Storage Company

Office and Warehouses

546 NEVILLE STREET, PITTSBURGH, PA.

**PORTLAND, ME.****Chase Transfer Company****General Forwarding Agents**Eastern Steamship Company, Maine Steamship  
Company, Grand Trunk Railway

Special Attention to Carload Consignment

**ROCHESTER, N. Y.****ROCHESTER CARTING CO.**

162-164 Andrews Street

Members New York Warehousemen's Association

Distributors of Car Load Freight  
Unsurpassed facilities for Storing, Transferring  
and Forwarding merchandise and household goods.**TWO LARGE STORAGE WAREHOUSES****Blanchard Storage Company, Inc.**

Arthur S. Blanchard, Pres. and Treas.

**Storage Moving Household Goods Packing Shipping**Rochester's "Chief" Rug and Carpet Cleaners  
Allen and N. Washington Sts.

Members New York and Illinois Furniture Warehousemen's Association

**SPRINGFIELD, MASS.****Central Storage Warehouse****STORAGE AND DISTRIBUTING  
PACKING, CARTING, SHIPPING**

Warehouses—270 Liberty Street

**ST. LOUIS, MO.****Columbia Transfer Company**Special attention given to the  
distribution of carload freight  
Depots:

St. Louis, Mo., and East St. Louis, Ill.





### Another Service

Until further notice, all For Sale, Help Wanted, Positions Wanted and other similar advertisements, not exceeding forty words, will be published in three successive issues without charge. This offer applies only to individuals and firms actually engaged in the transfer and storage business who are paid subscribers of TRANSFER AND STORAGE. We reserve the right to reject any advertisement. Advertisements may be worded so that replies go direct to advertisers or through our office. If answers are to come through our office kindly enclose 10 cents in stamps to cover cost of postage on replies forwarded to you.

### FOR SALE

**FOR SALE:** Transfer and storage company in Southern California, six head of horses, three wagons, one Reo truck, office furniture, lot of 120 x 150 feet and barns. It will repay you to investigate this business. For further details address Box 136, TRANSFER AND STORAGE, 35 W. 39th St., New York City, N. Y. —June—3t

**FOR SALE or Rent:** Four-story storage warehouse in West Philadelphia, 22,000 sq. ft. floor space all fully equipped and up to date, near Penna. R. R. depot. Carpet cleaning plant and garage, established 23 years, owner retiring. \$5000 cash required, value of plant, \$35,000; interview by appointment with principals only. "West. Phila." Box 131, care TRANSFER AND STORAGE, 35-37 W. 39th St., New York, N. Y. June—3t

**FOR SALE:** Having discontinued piano moving business, we have two motor piano trucks, one large double horse-drawn wagon and one single horse-drawn wagon, one pair seven and eight year old horses and harness, we wish to dispose of at a sacrifice. Address, Box 132, care TRANSFER AND STORAGE, 35-37 W. 39th St., New York City, N. Y. June—3t

**FOR SALE:** Have for sale 15-ton windlass wagon or machine wagon in good order. Will sell for one hundred and fifty dollars (\$150.00). Address all correspondence to the Fairfield Trucking Co., Fort Wayne, Ind. June—3t

**FOR SALE:** Old established Storage and Trucking business, Connecticut city, fully equipped, 22 horses, 15 trucks, two auto trucks, warehouse, barns, sheds and cottage on premises. Owner's poor health reason. Particulars, JOHN A. MCCARTHY, 30 East 42nd Street, New York.

**FOR SALE:** Well established, going trucking business. Motor trucks in Bridgeport, Connecticut, \$15,000, or will incorporate and sell part of it. For further particulars, address Box 140, TRANSFER AND STORAGE, 110 West 40th Street, New York City.

**FOR SALE:** Three and one-half ton General Vehicle electric truck—1914 model—platform floor—tires in good condition. Mechanically perfect. For further particulars, address Box 139, TRANSFER AND STORAGE, 110 West 40th Street, N. Y. C.

**FOR SALE:** Owing to ill health, I offer for sale my storage and express business located at 620 Baltic Ave., Atlantic City, N. J. The property consists of a heavily constructed three-story brick warehouse, 40 by 90, a two-story brick garage, 30 by 32, stabling for twelve horses with sheds adjoining, one new three-ton automobile truck and one one-ton truck, both in excellent condition. This property is located on the lot fronting on Baltic Ave., 185 feet by 107½ feet depth. The warehouse was especially constructed to carry heavy weight; the lower floor is of concrete. This business was established in 1914, and has increased steadily. A spur track from the Reading Railroad enters the property. Will sell the outfit, consisting of automobile trucks, etc., and rent the building and lot, or will sell the entire property. For particulars, address WILLIAM HEALD & Co., 620 Baltic Avenue, Atlantic City, N. J.

**FOR SALE:** Express and warehouse business in New Jersey City. Fireproof storage warehouse, auto vans, office of American Express Company, agent for all steamship lines. Auction rooms for second-hand furniture. Business in excellent condition. For further particulars, address Box 137, care TRANSFER AND STORAGE, 110 West 40th Street, New York.

**FOR SALE:**—An established transfer business equipped with ten horses, seven wagons, and four trucks. Doing a good business in thriving commercial city of 15,000. Proposition worth investigating. Address, L. S. SWIGART, 417 Hopocan Ave., Barborton, Ohio. Aug. 3t.

### WANTED

**POSITION WANTED:** As superintendent and estimator, household goods warehouse business, 16 years' experience. Outlook for future advancement more important than present salary. Reply to Box No. 135, TRANSFER AND STORAGE, 110 W. 40th St., New York, N. Y. June—3t

**WANTED:** Experienced warehouseman in furniture storage warehouse to store away furniture, etc. State age, experience and give reference. Address, Box 134 TRANSFER AND STORAGE, 35-37 W. 39th Street, New York, N. Y. June—3t

**WANTED:** Young married man to act as manager or assistant manager for transfer company operating warehouse; four motor trucks, three vans and one freight wagon. We also operate retail furniture store in connection, and manager of transfer department also acts as shipping clerk. Riley-Harbour Transfer Co., Muskogee, Okla. June—3t

**POSITION WANTED:** Position as Manager, Superintendent or Estimator of Transfer and Storage business. Have had thirteen years' experience, young, sober, industrious and a good talker. Can give written recommendation from last employer. For further particulars, address Box 138, care of TRANSFER AND STORAGE, 110 West 40th Street, New York City.

**POSITION WANTED** for our foreign freight manager who is thoroughly conversant with rates and shipping routes by freight and express in America and abroad. Falling off in foreign business reason for our discontinuing his position. For further particulars, address W. H. Taylor, Ltd., Montreal, Canada, 107 St. Nicholas Bldg. Aug. 3t.

**POSITION WANTED:**—Young man with 6½ years' experience in the moving and storage of household goods would like a position as manager or assistant manager with progressive concern in the East. Address Box 141, care TRANSFER AND STORAGE, 110 W. 40th St., New York. Aug. 3t.

Have you tried  
THE EXCHANGE  
service yet?

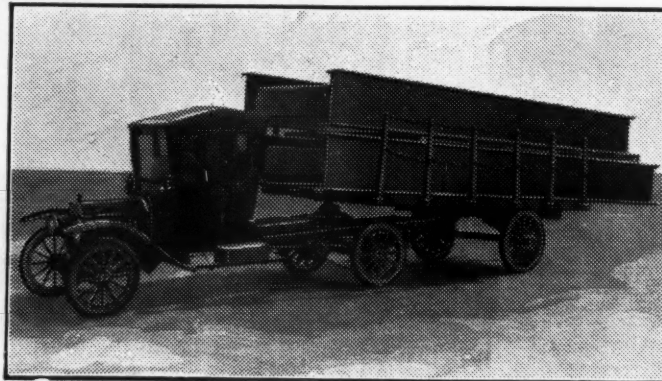


## YOUR TRUCK WILL HAUL AT LEAST TWICE THE LOAD

ASK US ABOUT IT

**ROGERS  
BROTHERS  
ALL  
STEEL  
TRAILERS**

FOR EVERY  
PURPOSE



**TWENTY-  
SEVEN  
MODELS  
ALL  
TYPES**

IN EVERY  
CAPACITY

**ROGERS BROTHERS COMPANY, Albion, Pa.**

ROGERS BROTHERS COMPANY OF NEW YORK, EASTERN DISTRIBUTORS AND EXPORTERS  
50 EAST 42d STREET, NEW YORK



### Better Protection of goods in shipment and storage

The problem of protecting rugs, carpets, draperies, etc., against moths, mice, germs, while in storage or in transit, is solved by the use of

#### WHITE TAR PAPER

Made in two grades—Pine Tar and Cedar. Pine Tar for ordinary materials; Cedar for the finest fabrics. Put up in rolls of 12 sheets, each sheet 40 x 48, in full size and in continuous rolls 50 yds. to 1,000 yds. Also heavy tar bag paper cut 5 x 7 and packed 100 sheets to the carton.

We sell *Naphtaline* Moth Balls, Flakes Crystals, Powder and Blocks; Lavender Compound and Cedar Compound in one-pound and two-pound packages, 100-pound boxes and barrels.

Write today for price list and full information.

**The WHITE TAR COMPANY**  
CLIFF & JOHN STREETS, NEW YORK, N. Y.



## WAGON-MASTERS

If you have  
the following  
qualifications

## UNCLE SAM NEEDS YOU

Men experienced in the supervision of delivery services or express and drayage companies, or who have had service in the wagon transportation service of the army, capable of handling men,

Apply to

**Officers Recruiting  
For the Quartermaster Section  
Enlisted Reserve Corps**

Chicago, Ill.  
Cleveland, Ohio  
Detroit, Mich.  
Omaha, Nebr.

Cincinnati, Ohio  
Denver, Colo  
Milwaukee, Wis.

Makers of the Celebrated Goodrich Automobile Tires—"Best in the Long Run"



## Kissel ALL-YEAR Cab with New Kissel Trucks



### All-Year Comfort for Drivers Increased Results for Owners

Here is Kissel's contribution to the motor truck field—the New ALL-YEAR Cab—a feature that will be eagerly welcomed by motor truck drivers and owners in the transfer and storage business, because it:—

*Protects drivers in wet, stormy or cold weather—*

*Removes the necessity of layups on account of rain or snowstorms—*

*Discourages speeding—diminishes possibilities of accidents and excessive wear and tear—*

*Keeps trucks in operation the year around regardless of weather.*

In its summer form it provides drivers with a cool, open housing. In winter the ALL-YEAR Cab is quickly changed into a warm, dry, closed cab—weather-proof, draught and leak-proof—by adding the winter attachments—\$50 extra.

Announcing the Five New Models of

## KISSEL TRUCKS

*A Truck for Every Purpose*

Chassis, prices \$1185 to \$3750

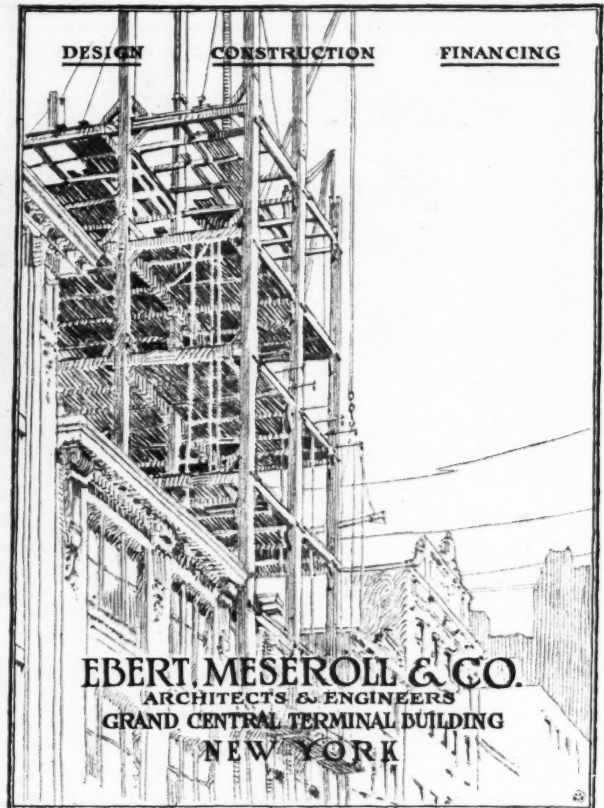
Never before has there been offered to transfer and storage owners so much truck quality at the price.



See your Kissel dealer today. Send for specifications and literature on the ALL-YEAR Cab and new Kissel Trucks.

**Kissel Motor Car Company**  
Hartford, Wis., U. S. A.

Agencies in all principal cities and towns



## "Digestion First"

Send for "Digestion First" booklet. A work of art pointing out the road to wealth. Presenting complete records of savings by others and a list of users you know.

**EXCEL MANUFACTURING CO.**  
POTTERSVILLE, NEW JERSEY

Makers of the National Oat Crusher





## 39 U. S. Trucks relieve English railroads.

When war was declared in England the railroads were soon swamped in enormous quantities of freight as they now are in the United States.

There was a tremendous increase in demand for the services of transfer and haulage companies—just as there will be here.

They were called upon to move freight between cities—work that had previously been done by the railroads.

The X Y Z Transport, Limited, a haulage and wharfage company of London, bought fourteen U. S. Motor Trucks soon after the war began.

These were operated with great success. Demands for truck service continued to increase under war conditions and several orders aggregating twenty-five additional U. S. trucks were placed.

The company speaks very highly of the service given by these thirty-nine U. S. trucks.

Massive construction—the Floating Power Plant—make the U. S. especially durable, powerful and economical.

You should know more about U. S. trucks.

Worm-Drive 2½, 3½ and 5 ton. Chain-Drive 2½ and 3½ ton.

**The United States Motor Truck  
Company CINCINNATI, OHIO U. S. A.**

New York	Chicago	Atlanta	St. Louis
Detroit	Baltimore	Pittsburg	Cleveland
Philadelphia			Boston

Dealers in all commercial centers



## The Buyer's Interest in Wasteless Advertising

**B**UYERS who appreciate that waste in selling must eventually be passed on to them in some form, are paying more and more attention to the sales methods of the concerns seeking their business.

The extravagant use of space in publications of general circulation, to advertise a commodity or a service appealing chiefly to a certain well-defined class, is not only poor judgment, but *it is an economic waste.*

Can you imagine an intelligent salesman, with a proposition for a steel mill or a dry goods store, calling at every office in town in an effort to locate a prospect? How needlessly wasteful to adopt similar methods in advertising, which is simply an improved means of accomplishing certain necessary steps of a sale.

On the other hand, the seller who uses the business papers reaching *only* the class interested in his message, is employing the most direct, efficient and economical method of getting in touch with prospective buyers.

Properly used, the good business paper bears the same relation to the sales department, that an improved machine does to the production department. Better selling methods go hand in hand with better manufacturing methods.

To encourage wasteless advertising, the most efficient modern means of bringing buyer and seller together, there is every reason why the discriminating buyer should give preferred consideration to the concern that tells its business story in the buyer's own business paper.

*Ask this office anything you want to know about Business Papers or Business Paper Advertising.*

### THE ASSOCIATED BUSINESS PAPERS · INC.

The International Organization of Trade,  
Technical and Class Publications

Headquarters, 220 West 42nd Street  
New York

#### LIST OF MEMBERS

Each member has subscribed to the 10 "Standards of Practice," a high code of ethics covering all departments of business paper publishing.

Advertising & Selling  
American Architect  
American Blacksmith  
American Exporter  
American Hatter  
American Machinist  
American Paint & Oil Dealer  
American Printer  
American School Board Journal  
Architectural Record  
Automobile, The  
Automobile Dealer & Repairer  
Aviation & Aeronautical Engineering  
Boot & Shoe Recorder  
Brick & Clay Record  
Buildings & Building Management  
Bulletin of Pharmacy  
Canadian Grocer  
Canadian Railway & Marine World  
Cement World  
Clothier & Furnisher  
Coal Age  
Concrete  
Domestic Engineering  
Drygoodsman, The  
Dry Goods Economist  
Dry Goods Reporter  
Editor & Publisher  
Electrical Review & Western Electrician  
Electrical World  
Electric Railway Journal  
Electric Traction  
Engineering & Mining Journal  
Engineering News-Record  
Farm Machinery—Farm Power  
Furniture Manufacturer & Artisan  
Grand Rapids Furniture Record  
Haberdasher, The  
Hardware Age  
Hide & Leather  
Hotel Monthly  
Illustrated Milliner  
Implement Age  
Industrial Arts Magazine  
Inland Printer  
Iron Age  
International Trade  
Lumber Trade Journal  
Lumber World Review  
Manufacturing Jeweler  
Manufacturers Record  
Marine Engineering  
Metal Worker, Plumber & Steam Fitter  
Metallurgical & Chemical Engineering  
Modern Hospital  
Motor Age  
Motor World  
National Builder  
National Druggist  
National Petroleum News  
Power  
Practical Engineer  
Railway Age Gazette  
Railway Electrical Engineer  
Railway Maintenance Engineer  
Railway Mechanical Engineer  
Railway Signal Engineer  
Rubber Age  
Shoe & Leather Reporter  
Shoe Findings  
Shoe Retailer  
Tea & Coffee Trade Journal  
Textile World Journal  
**Transfer and Storage**  
Woodworker

# Service Motor Trucks

## 20% Super-Strength Without Excess Weight

**S**AFETY in continuous service for a motor truck requires the bridge builder's factor of strength. Service Motor Trucks are built with 20% super-strength—a guaranty against strain under excessive overload—unusual driving conditions—continuous work hauling maximum loads.

This amazing super-strength is achieved without excess weight.

In actual chassis weights, Service Motor Trucks correspond with those of similar models built by the Dominant Ten motor truck manufacturers who control the bulk of motor truck orders.

But in the super-strength factor Service Motor Trucks show a big excess—attained through the use of specialized construction—carefully selected materials—and proportioning the chassis design to secure the utmost strength with minimum strain over every working part.

Send for these booklets:

Catalog  
The Service 13 Pointer  
Specialized Folder

This 20% super-strength in Service Motor Trucks is essential to your continued satisfaction.

It is the reason for constant re-orders among Service Motor Truck owners. Service Motor Trucks are built in six highly individualized chassis sizes, each specially constructed for the work it will be called upon to do.

### Prices—All Models

1 ton truck.....	\$1500
1½ ton truck.....	2200
2 ton truck.....	2500
3 ton truck.....	3300
3½ ton truck.....	3600

(Special Contractors)

5 ton truck..... 4300

Prices subject to change without notice.

Service Motor Truck Co., Dept. P-8 Main Office and Factory: Wabash, Ind.

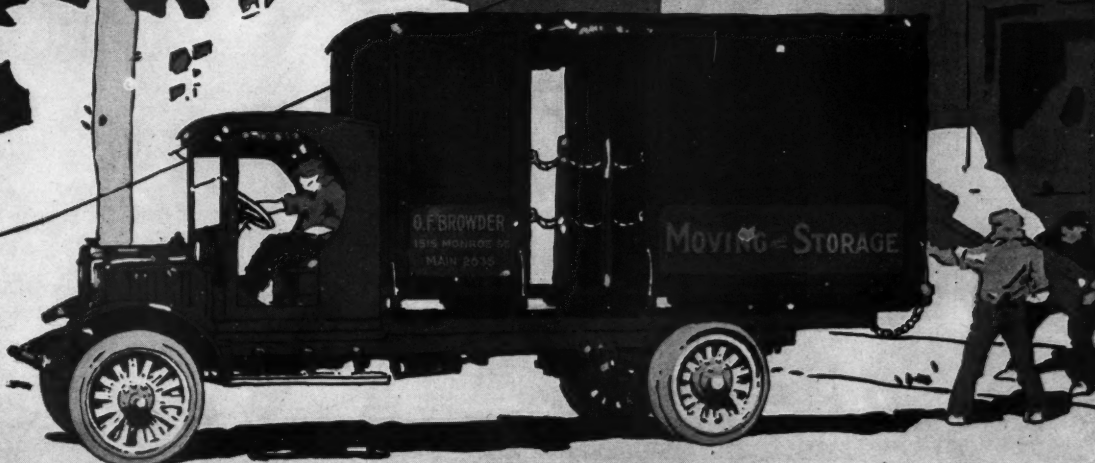
Chicago, Ill.  
New York, N. Y.  
Norfolk, Va.  
St. Louis, Mo.  
Louisville, Ky.  
Omaha, Neb.

Boston, Mass.  
Brooklyn, N. Y.  
Newark, N. J.  
Indianapolis, Ind.  
Buffalo, N. Y.  
Salt Lake City, Utah  
Milwaukee, Wis.  
Bridgeport, Conn.

Des Moines, Iowa  
Baltimore, Md.  
Columbus, Ohio  
Cincinnati, Ohio  
Youngstown, Ohio  
Canton, Ohio  
Pittsburgh, Pa.  
South Bend, Ind.

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**Mack**  
TRUCKS



**L**IGHTER in weight than the ordinary truck, but their endurance and power are unequalled. Built for efficiency in service. Capacities from 1 to 7½ tons.

*"Performance Counts"*

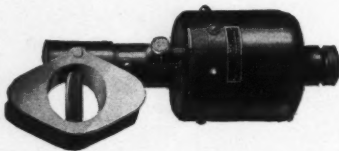
**INTERNATIONAL MOTOR COMPANY**  
64th Street and West End Avenue - - - New York

## PIERCE GOVERNORS

Will reduce up-keep cost of your motor trucks 50% and effect a big saving of gasoline and oil, by making fast driving impossible.

You'll find Pierce Governors on all the prominent makes of trucks. Be sure there's one on the next truck you buy.

PIERCE GOVERNOR CO., Anderson, Ind.



## As an Owner of Horses



it makes a difference to you what nail is used in shoeing. Only the best nail can give the best results.

For many years "The Capewell" nail has been the world's leading horse nail—not the cheapest regardless of quality, but the best at a fair price. All shoers can afford it.

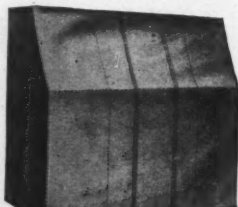
To protect yourself against needless trouble and expense make a point of having Capewell nails always used on the horses you own.

**The Capewell Horse Nail Company**

Hartford, Connecticut

Leading Horse Nail Makers of the World

## Canvas Goods, Covers of All Kinds



Piano Moving Cover

## LOADING PADS

Twine and Rope

Get Our Prices

**WM. A. IDEN CO.**

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## This truck will enable you to

1. Deliver safely—
2. At low labor cost—
3. And get more business on account of the equipment.

It is endorsed by the piano houses because there is nothing to mar any part of the piano, and recommended by transfer men because it keeps down the labor cost and pleases the men. Send for blue print specifications, with cash and payment prices.

**W. T. SLEIGHT MFG. CO.**

304 Saks Bldg.

Indianapolis, Ind.

# No repairs since March, 1913, when batteries were in- stalled



Think of what this means, *no repairs for over four years.*

Read the letter below and see what

economical service you can get from Edison-equipped vans and trucks.



NEW YORK May 31st, 1917,  
Edison Storage Battery Company,  
206 West 76th Street, N. Y. City.

Gentlemen:

We take pleasure in stating that our General Electric vans are all equipped with Edison batteries. The first batteries were delivered in March, 1913, and up to date have required no repairs, except renewal of the solution, which has been done twice at a total cost of \$75. per battery. In your last report, our batteries were stated to be in excellent condition. The batteries in the 3½ ton vans have given us 48 miles on a charge, and were not then totally discharged. The fact that the batteries can be given a boost at a high rate in a short time is a feature worth mentioning. Our batteries have been laid up for periods of varying length without any attention and a normal charge was all that they required when put into service.

Yours very truly,

*John S. Wells*  
Vice President.

Learn more about the reliability, economy and long life of Edison Storage Batteries in the work of heavy moving vans and trucks.

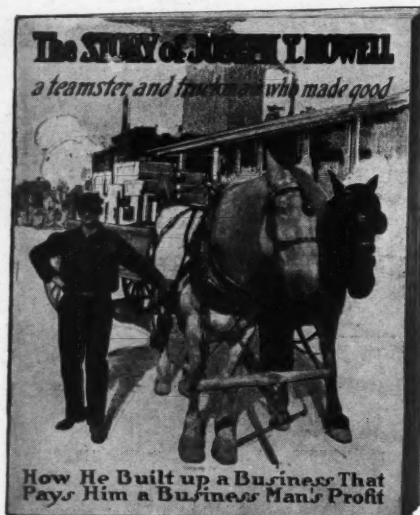
Write for Bulletin 500-B

## EDISON STORAGE BATTERY COMPANY

FACTORY AND MAIN OFFICE ORANGE, N. J.

Distributors in New York, Boston, Chicago, Detroit, San Francisco, Los Angeles, Seattle, New Orleans, Pittsburgh

## SEND FOR THIS BOOK



**I**T is the true story of how a small trucking business grew to be a big, profitable one—from a horse-drawn wagon to a fleet of three motor trucks.

This book contains very valuable information for the truckman—information that is of vital importance to success.

Send in your request today. The book is absolutely free.

**The J. C. WILSON COMPANY**

Detroit, Michigan

## GOOD BOOKS FOR THE TRANSFER AND STORAGE MAN

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This Comprehensive Directory of Firms Engaged in the Transfer and Storage Business in the United States and Canada is now being compiled. In order to be sure of your copy of this Directory, get your order in early.

Price, \$3.00 Per Copy

## TRANSFER AND STORAGE

110 West 40th Street

New York City





(A handsome G.V. van recently placed in service by the "Security" in Washington.)

## *Horse—Gasoline—Electricity Which?*

Speaking of war time economies, do you know that the Electrics in New York alone—and most of them are G. V.'s—are doing the work of 15,420 horses?

Do you know that these horses would consume 2,775,600 bushels of oats and 84,810 tons of hay each year, worth \$3,808,740?

Do you know that the "juice" for the Electrics displacing those horses costs about \$1,233,600? A "fuel" saving of \$2,575,140 right there!

Do you know that if gas trucks were substituted for the Electrics now in service in this one city that they would consume 6,864,000 gallons of gasoline annually covering 30 miles per day for 300 days?

New York still has 121,000 horses, and the waste in labor, horse feed, and gasoline is over \$60,000,000 per year in the electric truck zone alone. And your city is just as wasteful proportionally.

Get acquainted with the *peculiar war time advantages of the Electric.*

*Catalogue 127 on request*

## GENERAL VEHICLE COMPANY, Inc.



General Office and Factory, Long Island City, New York

NEW YORK

CHICAGO

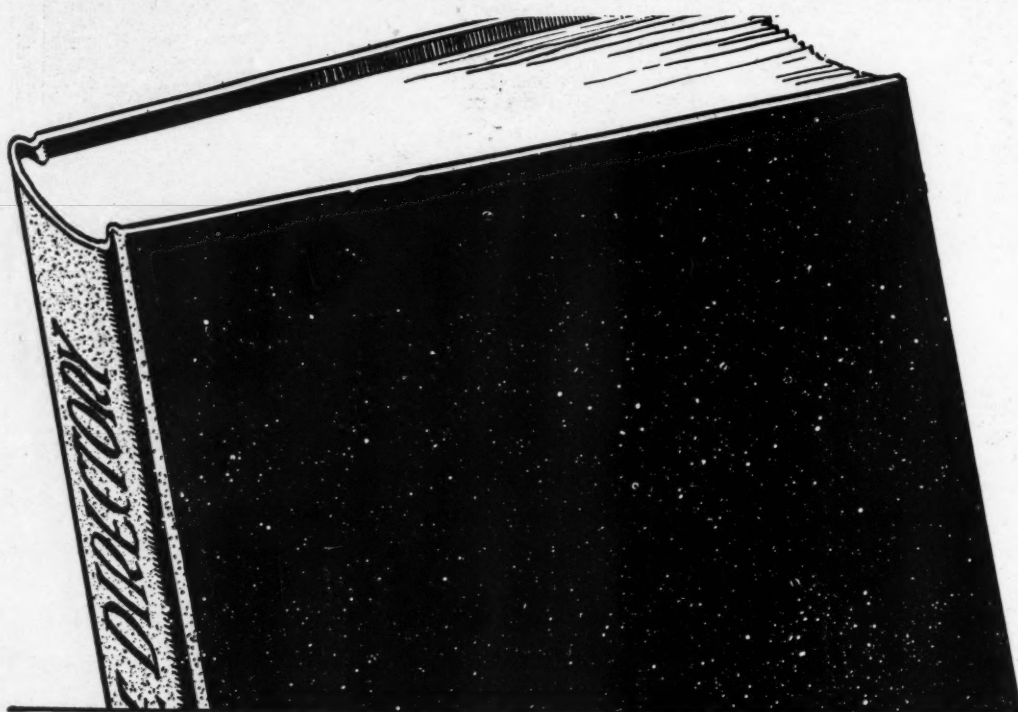
BOSTON

PHILADELPHIA

Six Models: 1000 to 10,000 Pounds Capacity. Dealers in Open Territory Are Invited to Correspond



# READY SOON



## *The* **TRANSFER and STORAGE DIRECTORY**

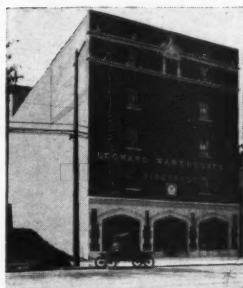
Will be ready for the press soon.

Just as soon as this edition is off the press, a personal sales campaign will begin to put this useful Directory into the hands of warehousemen, traffic managers for commercial houses and forwarding companies. When these shippers have a bill of goods for distribution or storage in your city, your competitor is likely to get this business unless you have a report and an advertisement in this book. If you have not already arranged for this, get in touch with us at once.

110 WEST 40th STREET, NEW YORK



**Actual Size  
of Book ..**



DETROIT, MICH.



MADISON, WIS.



SAN ANTONIO, TEX.

## The Know-How of Warehouses

Most of the best warehouses in the country have been designed by C. H. Moores and S. H. Dunford. A very few of them are illustrated here.

Moores and Dunford know how to design fire proof storage buildings that save money in operation and bring business through the confidence inspired.

They know how to build best for least money and get maximum returns from the investment because they are specialists of long experience in this particular line of building.

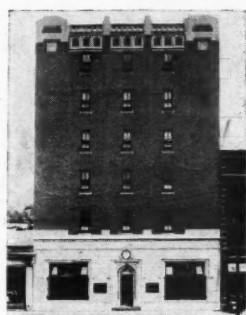
The data amassed in many cities, their knowledge of conditions and ability to aid you in financing the kind of building you need are all at your service.

Write for the complete information which will be sure to interest you.

**C. H. Moores, Engineer**

**S. H. Dunford, Architect**

**91 Park Place, Detroit, Michigan**



CHICAGO, ILL.



CHICAGO, ILL.



LOUISVILLE, KY.



# PACKARD TRUCKS



Service the public wants—at lower cost—is routine work for Packard trucks.

"It would be impossible for us to make our deliveries successfully without Packard trucks," says Birdsall's Express Co., New York.

"Delivering baggage for the Clyde and Mallory steamship lines, we find that we can give prompt and dependable service with our trucks—service we could not duplicate with horse-drawn vehicles.

"Our recent purchase of a worm-drive unit indicates that we are more than pleased with Packards."

*Four-speed* silent, chainless Packards are setting new standards of economy and earning power in every hauling field. Seven *right* sizes—1 ton to 6½ tons. Built by Packard Motor Car Company, Detroit. *Ask the man who owns one.*

**Packard**







# INTRENCH YOURSELF

Against the Growing Scarcity of Labor  
by Installing the Powerful

*Little Giant*

MOTOR  
TRUCK



Wide awake Transfer and Storage companies are installing Little Giant Motor trucks, because they can do as much work with one Little Giant and two men as they formerly accomplished with three-horse and wagon teams and six men.

The Little Giant truck is particularly popular in the transfer and storage business because it has proven time after time to be able to withstand the tremendous punishment a truck receives in that strenuous business.

## The *Little Giant* Line

Model 15—One Ton Worm Drive

Model 16—Two Ton Worm Drive

Model 17—3½ Ton Worm Drive

Convert-a-Car (converts a Ford  
into a One Ton Truck)

The Little Giant truck has been on the market for over nine years. It has always made good for others. It will for you.

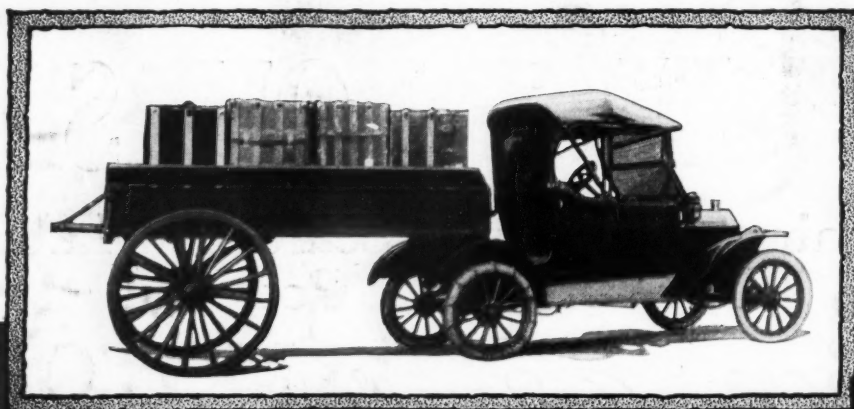
We have just issued an interesting folder describing the "Little Giant in the Express, Transfer and Storage" business. It contains much that would interest you. Send for Folder 306.

## Save 1-2 Fuel Cost

The Duntley Hydro-Pneumatic Generator is an exclusive feature of Little Giant Motor Trucks. With this device the Little Giant may be operated on kerosene, distillate or any low grade fuel mixture at a saving in fuel cost of over 50% without carbon, smoke or odor.

# CHICAGO PNEUMATIC TOOL COMPANY

614 Little Giant Bldg., Chicago



## A Ford—Or Other Runabout—Made Into a Speedy One-Ton Transfer Truck For \$195

You can do it yourself in 30 minutes!  
No expert mechanic needed. No "shop work"  
to pay for. No boring the frame or mutilating any part of the car.

All you need do is simply attach a Martin Semi-Trailer, by means of a Martin Patent Rocking Fifth Wheel, to your car. (See cuts above and below). Once you have done that, you have a dependable truck capable of hauling a full ton of trunks, household goods, etc., *at a speed of 20 miles per hour* with no strain on the car's mechanism or capacity.

Furthermore, when through the day's hauling, you simply detach the Rocking Fifth Wheel, replace the car's rear deck—and your car is ready for pleasure purposes, without a thing about it to indicate that it was ever used for commercial purposes.

### MARTIN SEMI-TRAILER With Martin Patent Rocking Fifth Wheel

Provides the lowest priced one-ton delivery unit on the market. Makes a truck that can be handled—turned—backed in narrow streets, railroad yards, etc. where the ordinary standard one-ton truck would be at a serious disadvantage.



Martin  
Rocking Fifth  
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Springfield, Mass.

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to Martin Semi-Trailer and  
Martin Rocking Fifth Wheel.

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St. No. \_\_\_\_\_

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Remember  
this Semi-

Trailer is scientifically "built like an automobile" to stand the loads—to distribute the strains correctly—to provide proper traction weight over the rear wheels of the runabout. Constructed of finest materials—with automobile-type rear axle, ball and roller bearings and resilient solid rubber tires. Write for new folder giving full details. Simply send your name and address on the coupon or a post card.

**MARTIN ROCKING FIFTH WHEEL CO.**  
Springfield, Mass.